**TURNER PRIZE MARCOMMS MEETING**

Date: Tuesday 18 April, 3.00PM-4.00PM

Location: Project Room 2, Lowgate

Attendees: Sarah Black, Lily, Chris Marr, George, Ben McKnight, Anna Marshall, Sarah Moor and Chloe Patrickson

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**MINUTES**

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| **NO.** | **MINUTES** | **ACTION** |
|  | **Minutes and matters arising from previous meeting:**   * Recap * Circulate photos of the jury – need to be obtained * Laura - print quotes have been requested * Chris, Laura and Sarah – draft marketing plan * Long list received by Sara – 12 artists |  |
|  | **Important points from meeting with Tate**  **Press**   * Tate – agreed PR will be signed off next week. * Ferens should be included in note to editors and have a section in the Press Pack * Content should be at Tate for 28th. * Tate agreed to do rights claims so images can be used. * Tate doing the invite list – goes out a week before opening. * Briefing for Martin by next Friday * Press visit – Tate have their own photographers who will visit 21 - 22 Sept 2017 * Consider using upstairs of the Ferens for press to sit * If BBC Breakfast do a feature they will be setting up before 6am on Monday. * Wider team – also need to be considered / cared for separate to press. * Press preview at 10.30am * 16 Tate patrons will be attending in the afternoon. * Preview will be that evening.   **Action:**   * Anna to gather info for invite list to send to Ben. * Ben to forward this on to Daisy. * Ben to talk to Jane at B&Q about creating briefing for Martin. * Have the jury ever been to Hull? * Ferens to sign a non-disclosure agreement.   **Marketing**   * Logos – Phil to provide full insight. * Tate to be used for Turner Prize word mark. * No Turner Prize logo but they are keen for us to use their font in marketing material (as above) * Tate have offered to send templates and examples of past material to use for reference. Not limited to these templates. * Meeting on Thurs 27.04.17 with Tate and BBC will help identify what BBC need. * Ferens – discussion about its placement on marketing as a host brand should happen between Tate, Ferens and Hull 2017 * Artist’s films - Cross promotion with Tate’s social channels. * All films should be signed off and include subtitles. Sodium mentioned as potential filmmakers.   **Action:**   * Sara and Phil to decide on filmmakers for artist videos. * Sara and Chris to create brief for filmmakers promptly. * Films to be ready for at least when exhibition is open. * Important to ensure shots of artists in Hull are featured in the videos. * Films should be signed off by Tate. * One member of Hull2017 should chaperon filmmakers when interacting with the artists.   **Events**   * SB Chase documents for awards ceremony. * Maria to take the stand first for opening talk – this then followed by presenter. * Presenter for 2017 – should have strong Hull or Yorkshire connection. Needs to be a name. * B&Q – may have info on who had too much relevance to present.   **Action:**   * All to brainstorm a presenter – consider Musicians, Writers, Poets * Ideas: Cosey Fanni Tutti, Genesis P-Orridge, Roland Gift, The House Martins - Paul Heaton, Lem (poetry), Melvyn Bragg, George Alagiah, Paul Smith – Maximo Park, Gareth Pugh, Vic Reeves, Reece Shearsmith * Adelphi’s history – bands connected * Consult the galleries who might have people in mind? | **AM**  **BM**  **BM**  **SB/PB**  **SB/CM**  **ALL** |
| **3.** | **Catalogue**   * Sara, Phil, Sarah – next Tuesday going to Kingston Press to see if they can print the catalogue. * Last year’s catalogue paper was wrong – too glossy, was supposed to be newsprint material.   **Action:**   * Need to work out: * Quantities, * Purpose * Selling Price * Who/what is it for? | **ALL** |
| 4. | Sponsorship & Stakeholders   * Opportunities to seek sponsorship for. * Too late for sponsorship for awards night. * Sponsorship for catalogue, events, partner events. * Ask Malcom for numbers of Ferens opening and visitor data for the gallery * Learning and Engagement plan * How to service stakeholders – in the 15 weeks identify key days * Tuesday mornings (9am-10am) for target groups? * Wednesday nights for corporate events? - X amount of evenings need to be agreed through the period. * Also need to reach people who would not normally come to Ferens / the uninitiated – special event? And through our marketing have a tool that is measurable.   Action:   * Decide on key days for target groups and corporate events. * Decide on X amount of evenings lent to corporate events throughout the 15 weeks. * Block out first week or two so no events are booked in this time. * Speak to Partnerships to see what they usually do * Create a marketing tool that is measurable to monitor those who would not usually come to Ferens. | **AM**  **SB/AM/BM**  **CM/SM** |
| **5.** | **Marketing Plan**   * Main objectives – Sara and Phil to fill in the gaps * End of April – key messages from audience development team. (LEARNING) Meeting to discuss is next week (26th) * Ben add to PR section. * Booking of poster sites - quiet period chance to get assets together. * Tate might create four posters not just one. * Posters should have a call to action. Eg. Discuss – words that fit our objectives. Then one picked to be put in community zones. We could have 4 posters, with 4 different words used on each to target different groups/audiences. * This will create threads eg. One word can be used to place in community zones to draw communities in. * Four words – artist’s talks could be a thread; events follow from a separate thread. Makes it accessible and feel like a direct invite. * Artist talks will be ticketed but affordable. * Audiences will purchase tickets through Hull 2017   **Action:**   * Main objectives – Sara to fill in the gaps * Discuss PR in meeting next week * Sara to go through Marketing plan with Phil * Comment about age in plan is not relevant anymore – needs to be changed as it is the most recent time someone over 50 may be featured (Dependent on chosen artists) | **SB**  **SM** |
|  | **Next Meeting: Monday 8 May – Sara to choose a time closer to the date.** |  |