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| **Name of Individual / Organisation** | Lighthouse Creative & Digital Ltd |
| **Name of Project** | The Hull Beermat Photo Festival curated by Martin Parr |

Please provide a breakdown of key activities /tasks for your project from start to finish. Please include your preparation and planning activity as well as start / end dates of your public activity (eg. public performance, exhibitions, festival).

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| **START DATE** | **END DATE** | **ACTIVITY / TASK** | **STATUS** | **NOTES** |
|  |  |  | COMPLETE / ON-TIME / BEHIND |  |
| 05/06/17 | 23/06/17 | Design of publicity materials including print and digital versions and logo |  |  |
| 05/06/17 | 23/06/17 | Confirm venues in Iceland |  |  |
| 05/06/17 | 23/06/17 | Design workshops and agree with artists. |  |  |
| 12/06/17 | 13/06/17 | Confirm dates with venues and make bookings. Feed detail into publicity design. Book hotels. |  |  |
| 14/06/17 | 16/06/17 | Prepare basics of PR campaign including quotes/photos of Martin Parr & Workshop participants |  |  |
| 19/06/17 | 21/06/17 | Set up Instagram/Facebook/Twitter/Tumblr accounts |  |  |
| 03/07/17 | 05/07/17 | Lead in PR and social media Campaign. Launch – drip out details follow up stories. Press release distribution, press invites to Martin Parr appearance |  |  |
| 01/09/17 | 30/09/17 | Follow up and extend PR campaign onto social media |  |  |
| 01/10/17 | 04/10/17 | Launch instagram competition. Back up with PR and social media campaign. Maximise entries |  |  |
| 09/10/17 | 23/10/17 | Prize trophies created |  |  |
| 09/10/17 | 27/10/17 | Run Workshops with Lottie Davies, Grame Oxby & Dougie Wallace |  |  |
| 01/11/17 | 10/11/17 | Instagram submissions closed. Finalists announced, Beermats printed Final 10 pictures printed & framed |  |  |
| 13/11/17 | 13/11/17 | Agree text for Martin Parr appearance. |  |  |
| 13/11/17 | 17/11/17 | First set of beermats distributed – & PR campaign refocus |  |  |
| 29/11/17 | 29/11/17 | Martin Parr Appearance and prize giving |  |  |
| 02/12/17 | 02/12/17 | Second set of beermats distributed & PR focus |  |  |
| 31/12/17 | 31/12/17 | UK Project Close  |  |  |
| 08/01/18 | 20/01/18 | 3 sets of beermats & publicity materials shipped to Iceland. Follow up communication, Icelandic exhibition opens. |  |  |
| 22/01/18 | 27/01/18 | Evaluation |  |  |
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Activity Examples: Planning Meeting, Auditions, Contracting, Rehearsal, Costume Design, Performances