**One Day, Maybe**

**Comms Plan**

The purpose of this plan is to provide the model for two-way communication between dreamthinkspeak and Hull 2017 throughout the run of One Day, Maybe.

Hull 2017 is ultimately responsible for communication with the audience in advance and following their experience. It is imperative that we have timely and accurate communication in order that we can maintain the relationship and deal with any issues, information and complaints.

Hull 2017 also needs this information in order to support dreamthinkspeak effectively.

**CONTACT DETAILS**

**Hull 2017 Contacts**

|  |  |  |
| --- | --- | --- |
| Katy Fuller | Executive Producer | 07771 76 46 56 |
| Cian Smyth | Producer | 07787 988 411 |
| Laura Beddows | Assistant Producer | 07920 052 951 |
| Ben McKnight | Director of Communications | 07718 100793 |
| David Watson | Head of Digital | 07470 395233 |

**Dreamthinkspeak Contacts**

|  |  |  |
| --- | --- | --- |
| Tristan Sharps | Director | 07811 440 345 |
| Jen Hirst | Stage Manager |  |
| Dan Franklin | Production Manager |  |
| XXX | Company Stage Manager? |  |

Hull 2017 requires contact details for at least 3 members of the production team – currently only have Tristan.

**DAILY PLAN**

To be put in place until Sunday 10th and then reviewed and amended if appropriate.

Two key mechanisms:

1. **Group messaging (Whatsapp would work) for live updates on status of shows.** To keep Hull 2017 abreast of what’s happening for if we need to action crisis comms plan, respond to social media or email communication from audiences.
2. **Daily reports.** Show report to be sent to Hull 2017 each day. Follow up brief daily phone call or face-to-face catch up. Review show report plus key actions / concerns for day ahead. Keep to minimum time necessary. This to happen between Tristan or XXX and either Katy, Cian or Laura.

**Group Messaging**

Suggested model. Group made up of contacts in RED above only.

|  |  |  |
| --- | --- | --- |
| One hour before first show | Either:  “Status: no issues”  Or brief detail of any current concerns and courses of action. |  |
| For each slot – within 10 minutes of start time. | Either:  “6pm status: no issues”  Or  “6pm status: delayed start (estimated duration) / tech problems / XXXX” | In the case of the second status update further conversation and updates will be necessary |
| In case of accident / incident | Brief notification and whether any action required. | Note this is primarily for notification purposes and for Hull 2017’s communication responsibilities. Hull 2017 recognises that dreamthinkspeak has processes in place for dealing with incidents and will not, therefore, enter into unnecessary communication about incidents as it is anticipated full reports would be delivered through the show reporting mechanism. |