#### Project Name: Freedom Symposia

***Project Ref: HULL2017-SEPT-FS***

Dates: Screenings during September

Location: Middleton Hall

Lead Partner: Hull 2017

Partners: University of Hull

A curated programme of films to explore the contemporary legacy of William Wilberforce which will underpin a new university-led event featuring leading thinkers and activists involved in the continuing struggle against modern slavery, in partnership with University of Hull’s Wilberforce Institute for Slavery and Emancipation (WISE)

**Aims:**

* To develop Hull’s film programme content
* To develop audiences (new and existing) for Hull’s film programme
* To develop marketing and publicity activity for film exhibition in Hull.

**Audience Target:** 360

**Marketing and Audience Development Plan:**

National, Regional and Local:

1. The event is on the Hull 2017 website with a direct link to their box office.
2. Hull 2017 will be providing social media content to their 68,000 fans and followers.

Local:

1. University of Hull features the event in their seasonal print, 8,000 copies, which are distributed across the city.

2. The event will be advertised on University of Hull social media, *CultureNet* which has 4,000 fans and followers

3. The university will use its email database of 1,200 people to market the event.

4. The event will be advertised on 50 A4 posters

5. The event will have 1 press release sent to regional and local press.

6. The event will have 500 flyers distributed across the city

7. e-adverts will be sent to regional filmmaker forums

**Marketing contacts:**

**Payment Timeline:**

Payment 1: 80% July 2017 to contract holder.

Payment 2: 20% January 2018 to contract holder.

**Project Update procedure:**

Contact: Anna Plant

Please keep Anna Plant (FHN) up to date with how the project is proceeding. If there are any major issues with the project, for example: the event will not happen or the programming has to change, please inform as soon as you become aware.

**Reporting Deadline to FHN:**

4 weeks after the event: 31st October 2017

**Project delivery:**

Project Manager: Liam Rich (Hull 2017)

Programming: James Zborowski (University of Hull)

**Project Deliverables**

* Signed contract between Hull 2017 and University of Hull
* KPIs completed
* Evaluation table completed
* Copy of marketing materials

**Contract Signatory:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:**

**Email:**