**Middle Child Mar/Comms**

Initial sales:

150 capacity currently. With possibility to push up to 200.

Invite 100 2017 vols to first. 250 on first night.

Relaxed performance won’t increase. Saturday 10 April. Matinee.

238 early bird offer of a cheaper ticket. Middle Child thought it helped. Boradly speaking more tickets than ever sold in Hull. Peak on the final day of the offer. Make sure this goes in to evaluation? Find out how many people booked online – initially.

Target is 2200 seats for box office. Welly are nervous about the show – they need people buying drinks.

2016: 650 tickets sold across 9 performances in 2016 for 10 Story love Song. This is very, very ambitious.

Pat what you want is the most popular night. This is the first night.

**Press and PR Opportunities.**

No activity happening in the next few weeks. No Sesh event because they haven’t found the bands that work with Middle Child. If this does happen this will be in May. Mak and Dan Moore. Don’t have the room.

What kind of press –

What media?

Specialist press on theatre and music side.

Music angle. We can be more immediate about this. Mini festival in a night. Art party.

Performance is at Latitude 16 July. 50/50 chance is that it will be at Edinburgh.

Final answer on casting Friday.

USP for Theatre press:

Positioning Middle Child as the most exciting theatre company.

Site responsive.

Theatre for people who don’t like theatre.

Pioneering.

Will be good to know about more develops.

Music Press USP:

Needs more of a music focus with line up?

West Hull Radio: what’s the listening audience?

BBC Introducing at Radio Humberside.

Cornershop don’t want to approach this as a music festival?

Waiting for Ben McKnight to get back on this across all of the projects.

Cornershop will put together a press release to all press in which this will be included. **This will get lost. How do we make sure this doesn’t get lost? Hull company, future dates, premiere?**

**HG: to sort date for PR classes.**

Middle Child to follow up with different press relations once they’ve been sent to them.

Jamie to give a list of dates from bands playing live.

James Maguire, Jamie and Mungo to catch up with regards to accessible performances.

Trailer: Kofi to tome down for photoshoot. Middle of April (Josh Moore to be shooting that).

In Marketing plan would like photographer for each night of the performance – EC to pass on some more details.

Lead image: Would like to shoot with new actor, don’t shoot the same image.

Silent Uproar and Bellow looking to do photos for Edinburgh.

Wait for lead image decision to come at a later date.

EP is going to be released as part of the show, from the asteroid. Middle Child can then share music from the show. The asteroid has his own music written by James Frewer. James will begin composing 23 April.

All I Ever Wanted: Challenge Hull – post secret. Jamie meeting Harriet. Challenge Hull has been taken up by school children mainly, but needs to be a bit more varied – however, because it has picked up school children it might not be the right audience. EC to post out on social media a little more.