CSL marketing feedback

We understood that the following (from an email) was agreed:

*In addition to this, Hull 2017 is intending to supply the following:*

* *4 lots of 3, free standing boards, 1 for each of the main venues. These will feature a list of what’s on at that venue on the left hand panel (with the map to other venues), a list of CSL events on the middle panel and a list of HM events on the right.*
* *A CSL and a Hull 2017 lightbox to the college for the duration of the festival*
* *A HM and a Hull 2017 lightbox to the library for the duration of the festival*
* *A floor vinyl in the city centre offering directions to all venues*
* *Kick panels on the steps of Middleton Hall promoting both CSL and HM*
* *A floor graphic in Jubilee Church promoting both festivals*
* *We will also explore other outdoor opportunities in the city centre.*

Ended up with no outdoor floor vinyl, no signpost outside BHS building, no kickpanels, no floor graphic in Jubilee church because the floor would have been damaged (only found out when installing) and no other outdoor dressing/wayfinding.

* No pop ups at venues until they were requested and those at Hull College were installed by us.
* No one from the marketing team around over the weekend
* No one from the marketing team visited the venues to check how branding was looking
* No exit flyering of CSL events with Humber Mouth info
* No signage/branding in window of library