**Land of Green Ginger Marcomms minutes**

**16 February 2017, Lowgate Project Room 1, Present: Elizabeth, Katy, Maddie, Phil, David, Laura, Chris, Alix**

**Apologies: Louise**

Chrissy: coordinate everything so that project team can work on other stuff

* Alix wants to devote one day per week to LOGG once their freelancer starts in a couple week
* From a comms perspective, this coordinator is less about writing and more about pitching, which Chrissy seems to have lots of experience doing. However, we may need to write articles for HDM

Digital: more of a coordinator role rather than technical or creative. Can Chrissy do more time?

* This could be a short-term fix to get through to May
* Then potentially picked up by Maddie or Elizabeth
  + Lou and Maddie split producer roles but also Maddie will be staying on top of the project as a whole
  + If Chrissy can’t do it, then we’ll need to go through all of the digital apps to see if there’s anyone who may be appropriate for this role

The Institute

* First six weeks:
  1. HDM article: grainy photo of crates in cellar. Gary Taylor, spokesperson who’s happy to ‘bend the truth’
  2. Picked up by radio
  3. How do we introduce the Institute? The following week, we put an ad in the HDM for Institute. Or are we better off catching people on social media? Or combo of the two? E.g. For Periplum we need to distribute 1200 tickets per night for 3-6 May show
* Parallel practical world: Hull 2017 website LOGG page which connects to Institute website
  + We need to have both worlds, but what does this mean at each stage? E.g. Act I: 7 Alleys, etc. Each act introduced over time on website.
* Periplum
  + We want core audience to be from Preston Road but we also want it to be available to wider audience
  + Institute letter to go out inviting residents to East Park
  + Problems/issues/worries:
    - booking info too much on ticket and/or invite
    - attendance numbers at East Park
    - two-week turnaround to distribute all these tickets is a very small window of time!
    - multi-layered messaging
    - Online where? Institute or H17? And when?
    - Backlash from people who haven’t been able to get tickets. But that’s how we get them linked into the rest of the LOGG story.
  + Mechanics: point people to Freedom Centre, exchange of contact details and ‘tickets’
  + Online from beginning? If distribution only goes to these areas in East Hull, then maybe it could be online on the Institute website rather than ours
  + We can then link people to Institute later with their contact details, e.g. institute newsletter, etc.
  + Need to keep it clean. Always start with communities.
* We can’t design an Institute brand until we have a name
* Difference between spaces for photo shoot (digitally run) vs Institute lab HQ (production run)

PR: we don’t want to promote the event until we’ve set up everything, then it’s about each project’s individual weirdness, which will tie into a story that we build from the beginning

Budgets for marketing with Laura

* Would make more sense to have a whole pot because will be very different for each project and can’t at the moment say how much each project will costs
* Laura will manage this pot/analysis code
* Katy has put more in that pot
  + Will be a lot for Periplum, Lone twin, Thor, McGuire and Macnas and probably only a little for Joshua so it makes sense for each project to have 10K for a localised campaign, so Katy will up it from 45K to 55K to accommodate that
  + 10K for branding
  + 5k for photo/video is not enough but maybe content creation within Institute could stretch to projects too
* PO process maybe lay with Laura

Actions:

Alix to think through Chrissy and Alix’s division of roles

Laura

* to ask Chrissy if she can do four days instead of two, with three of those days being based in the office
* to share individual marcomms plan for each neighbourhood project by early next week

Box office team to map out customer journey for Periplum

Katy

* to send what she thinks needs to be on website re: parallel campaign plan
* to check with Glenn whether Laura can control PO process for her analysis code
* to decide Institute name and background

Everyone watch Only Connect

Elizabeth

* to send out which producer is on which project
* to set up a recce for Gareth, Chris and photographer to go to Guildhall next week or week after
* to let Jenny know we’re using room in Guildhall for photoshoot and invite her to next Comms meeting, but wait till it’s been rescheduled
* to look at questions from Chris and forward to Maddie and Katy
* to ask KRM their availability within Periplum timeline between 15-29 April