**Marketing/Comms/PR: Slung Low**

* Suggested that tickets go on sale w/c 23 January for performances 11 April – 15 April.
* We will show whatever we can on the website as a teaser from this point until the trailer is released to the public on 27 Feb 2017.
* Try to time the announcement of tickets going on sale with the BBC announcement.
* It was discussed potentially 100 kept back for the moments where the air stream caravan is touring to supermarket car parks.
* Things to be established are:
  + The national conversation about this and the local conversation about the performance in terms of press.
  + How much will these tickets cost. How do we manage the commitment to come and watch the performance vs the accessibility of pricing?
  + When do we want press night and list of invited press.