2097: We Made Ourselves Over

Skype Meeting – Minutes, 26.07.16

Attended

**Blast Theory:** Kirsty Jennings (Business Director), Nick Tandavanitj (Artist), Chloe Barker (PR Consultant)

**Hull:** Sam Hunt (Executive Producer), Lindsey Alvis (Producer), Ben McKnight (Communications Director)

**Aarhus:** Juliana Engberg (Artistic Director), Bikendi Cadelo (Programme Officer), Christine Byriel (Production Team)

Minutes

1. Contracts and Budgets

* Blast Theory & Hull nearing final signing of contract
* Blast Theory & Aarhus to look at the budget again to see areas of possible reductions. Would like to reduce budget to £230k. Possible reduction areas include:
  + Technical assistance for phones
  + Cars
  + Velodrome
* Aarhus to issue Blast Theory a contract once we have agreed new budget
* Aarhus & Hull already have an MOU in place
* Blast Theory will create a loose MOU for the three parties that outline key contacts, overlapping areas of creative output, crediting, copy and key milestones.

**ACTION:** Aarhus to send Blast Theory a budget, highlighting possible areas for in-kind support

**ACTION:** Blast Theory to look at ticket income and how this will impact set-up and budget, report back to Aarhus

**ACTION:** Kirsty will create a loose MOU for the three parties

**ACTION:** Nick to send through to Aarhus the desired number of devices for in-kind support along with agreeing type of cars to be used

1. Working Together

* 3 key creative outputs that we will be joint are:
  + Films
  + App
  + Timeline of public event
* Other joint working will be:
  + Research and development
  + Work with community groups
* Blast Theory will keep partners updated on the creative ideas and be inclusive for input during each phase but final creative decisions will remain with Blast Theory

1. Images and Copy

**Copy**

* Hull copy should be more of a tease, not giving away too much of the information. Hull will send back their re-working of the copy to Blast Theory for approval
* Aarhus copy should include details on why Blast Theory is important. Audiences not as familiar with Blast Theory’s work.

**Images**

* Both Hull and Aarhus would like a more dynamic image
* Blast Theory won’t be able to deliver better images until the project kicks off and the creative development has started
* Aarhus would like a portrait image and other options

**Crediting**

* Agreed it is a co-commission
* Blast Theory to draft crediting for joint press releases etc. and send through for approval
* Each organisation to send through a couple of sentences about why we’re working jointly on the project

**ACTION:** Nick to send through to Aarhus and Hull alternative images from the shoot for approval

**ACTION:** Blast Theory to send Aarhus first draft of copy

**ACTION:** Hull to send Blast Theory edited copy for approval

**ACTION:** Blast Theory to circulate draft crediting to Hull and Aarhus for approval

**ACTION:** Hull and Aarhus to send Blast Theory a couple of sentences about why they’re working jointly on the project

1. Marketing

* 22nd September is the programme launch for Hull 2017
* 12th October is the programme launch for Aarhus 2017
* Blast Theory to have a separate marketing meeting with Aarhus to incorporate their aims etc. in the overarching Marketing and Communications Strategy

**ACTION:** Kirsty to set up meeting with Aarhus marketing team

**ACTION:** Chloe to follow up with Ben and Bent regarding split of Press Strategy

1. AOB

* Aarhus would like Blast Theory to lead on selling tickets for the event and for tickets to go on sale in October 2016. Blast Theory will look at the impact of this and the set-up required, including marketing needs. Blast Theory will pick this up with Aarhus separately to confirm plans.
* Aarhus will send out targeted press releases etc. at the end of September
* Aarhus to send Blast Theory contact from Creativity World Forum, to assist with targeted marketing