**Provisional Marketing Activity Plan**

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| **Week Commencing** | **Actions** | **Who** |
| **02/03/15** | **02/03/15-****Poster/ Production Images finalised****02/03/15-****Use images created for Poster to distribute and tease the show** | **Tom, Mark, Sophie****Company** |
| **09/03/15** | **09/03/15-****Continue to tease out material using images and social media.** | **Company** |
| **16/03/15** | **16/03/15-****Posters/ Flyers Ordered****Release Teaser trailer****Marketing Resource Pack to LPAC****20/03/15-****Posters/Flyers Distributed** | **Tom****(Company to distribute as per the Event Plan)** |
| **30/03/15** | **30/03/15-****Organise interviews with Local Press** | **Tom** |
| **06/04/15** | **06/04/15-****Release a photo each Monday until performance week via Social Media (tease content of the show)**  | **Mark** |
| **13/04/15** | **13/04/15-****Launch #WhenYouSeeIt competition – Ask target audience to tweet or tag images. Best image chosen by Company to win 2x tickets.****17/04/15-****Press Release** | **Mark (Company to promote)** |

Completed By Tom Hitchen, Marketing Manager