

Dragon's Tale

Marketing Catch Up Agenda

Beth, Kirk, Steph, Georgie
Thursday August 11, 2022

For discussion:

- [Sales copy](#)
- Artwork usage

Tapestry:

- Update on [artwork](#), plus the latest proof
- Update on dates for our season launch: Sep 22

Soundstreams:

- Update on artwork
- Update on date for season launch

For discussion:

- Asset lead:
 - Photo - Soundstreams
 - Video - TO
 - Program - Soundstreams
 - TO requesting 1.5 - 2 pages for development (Thanks to funders; WML program)
- Campaign lead
 - Will one partner draft the full campaign, and then present it to the other for collaboration?
 - Working together, will we split the workload by activity?
 - Kirk and new M&C manager to meet in September and decide on campaign lead together
- From the agreement:
 - TO shall be lead coordinator for videography. SCC shall be lead coordinator for photography and house program

AOB

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Kirk, Steph, Clay
Thursday September 8, 2022

- Campaign Lead
 - Tapestry will draft the marketing plan (12 weeks out from opening) and get amends and approval from SCC
 - Kirk will draft press release and publicity
- Clay to send Kirk Tapestry logo for webpage
- Clay to send marketing plan to Kirk and Beth in early October for amends and approval