

March 5 2004

Report: Media & Marketing

Kay Irvine
Chair, Media Committee

We had a very successful day all in all. Plenty of interviews took place, plus the demonstration outside was handled as best we could. The media are notorious for doing their own thing, which means we have to be fairly flexible in order to cope with the unexpected.



The launch event of 24 October 2003 went extremely well, but took a lot of organising. Our thanks to Chairman Cllr David Knaggs and to Mandy Ryan for their unflagging support and for hosting the launch. I would recommend we set out all the tasks for next year well in advance.

Logistics of 5th March 2004, we told the media that the main speakers and VIPs would be available to be interviewed in the media room between a designated time. We had them all in the room together, taking turns. It was spontaneous but it worked. If time is limited to ten minutes per media interview, I think they will be more likely to let us know who they want to interview.

We need one person in the room managing the interviews, one person at main reception, one person escorting the media and one person escorting the VIPs. A hot desk with laptop and phone should be available to the media chair for handling any PR situations. (I was allowed to use the DMH office, but it was a bit inconvenient for the DMH staff)

We had a LeicestHERday banner stand as a backdrop for the TV interviews and photographs.

Media Packs – they ended up being the same as the delegate packs. We intended for them to be different, but time ran out. It was very handy to have a contact number on the pack.



PR

The press releases didn't all go out as planned. I suggest a media committee 'How To Do It' guide containing contacts, templates and an action plan be created ready for next year. This will save us time and energy plus this also helps when new people come on to the committee. Each current member could find it beneficial to create such a guide for next year, while it's fresh in our minds.

It was very helpful for some organisational tasks and press releases to be written by Sheila Jones. Thank you to Mandy Ryan and her team at the County Press Office for their support in getting everything done.

Pauline, Sher, Penny and the committee all worked tremendously hard to keep things running smoothly. I am eternally grateful for their support.

Marketing

We produced posters, flyers and other support materials for the marketing campaign and purchased two pop-up banners to augment the banners we already developed over the past two years. We reinforced our image in all our print and publicity. We booked the Gallowtree Gate town centre location for a huge banner that was put up two weeks prior to the event and



promoted all three major International Women's Day events for 2004. We were given a Humberstone Gate storefront for a display at FrontLine Books and were able to promote LeicestHERday at events like the B'hai 'A Woman's Day Conference' in Birmingham and Through the Hoops Conference at Highpoint in Leicester.

Thank you to all the committees for your efforts, it was a pleasure to work with you all.

Media, PR & Marketing Committee:

Kay Irvine, Sheila Jones, Maureen Milgram Forrest, Mandy Ryan
Adirupa Sengupta, Wendi Stevens, Sher Syed, Penny Waterfield,
Pauline Wells