Run Up To Performance

Marketing Event Schedule.

Kick a Pigeon Theatre: *‘Record ‘97’*

Performance: 24th May 2017

Completed by: Kimberley Bowe, Marketing Manager

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| Date | Event | Location | Company Members |
| 10/05/2017 | Distribution of posters and flyers to local shops and handing out to the public. | Lincoln City Centre | All Company |
| 10/05/2017 | Create Facebook event for ‘Record ‘97’ | Online/ Facebook | Kim Bowe |
| 15/05/2017 | Flyering | Lincoln City Centre | All Company |
| 17/05/2017 | Day 7 of Countdown for *‘Record ‘97’* on social media | Online/Facebook/Twitter/ Instagram | Kim Bowe/Paige Moran |
| 18/05/2017 | Day 6 of Countdown for *‘Record ‘97’* on social media | Online/Facebook/ Twitter/ Instagram | Kim Bowe/Paige Moran |
| 19/05/2017 | Day 5 of Countdown for ‘*Record ‘97’* on social media | Online/ Facebook/ Twitter/ Instagram | Kim Bowe/Paige Moran |
| 19/05/2017 | Promote all upcoming performances at Lincoln Performing Arts Centre | Online/Facebook | All Company Members |
| 20/05/2017 | Day 4 of Countdown for ‘*Record ‘97’* on social media | Online/ Facebook/ Twitter/ Instagram | Kim Bowe/Paige Moran |
| 21/05/2017 | Flyering | Lincoln City Centre | All Company Members |
| 21/05/2017 | Day 3 of Countdown for ‘*Record ‘97’* on social media | Online/ Facebook/ Twitter/ Instagram | Kim Bowe/Paige Moran |
| 22/05/2017 | Radio promotion of *‘Record ‘97’* on Siren FM. | Online | Director- Emily Wood  Writer- Jack Briggs |
| 23/05/2017 | Day 1 of Countdown for ‘*Record ‘97’* on social media | Online/Facebook/Twitter/Instagram | Kim Bowe/Paige Moran |