

Appendix L: Planned/expected Marketing & Communications activities on a month-by-month basis

This is an overview of the expected promotional activations. A considerable percentage of the Marketing work is reactive to unique Service initiatives and requests, and not listed. A 6-week lead in time is requested for projects. Budget is allocated Quarterly after review. This table represents approximately 40% of department workload. This table does not include the Communications elements. Each element represents a considerable amount of activation - social media, digital, media, print, press release, ATL, BTL, distribution.

January	Feb	March	April	May	June
H&F Sales Campaign 1	H&F Sales Campaign 1	WOW Season Launch	WOW Shoulder Campaign	TriFitness- Get Ready For Summer	WOW - museums campaign ATL
H&F Tactical	Youth Campaign	JCMM Season Launch	JCMM	JCMM	JCMM
Triathlon Campaign	Get ready for MGA Season	Triathlon Campaign	Triathlon Campaign	WOW Shoulder Campaign	Summer Activity Camps Campaign
Trifitness Campaign	Triathlon Campaign	TikTok Trial	Trifitness Tactical	triathlon tactical	triathlon tactical
Trifitness Tactical	National World One Club Campaign	Trifitness Tactical	One Club tactical	Trifitness Tactical	Trifitness Tactical
One Club tactical	TikTok Trial	One Club tactical	Exhibitions tactical	One Club tactical	One Club tactical
Exhibitions tactical	Trifitness Tactical	Exhibitions tactical	App Promotion BTL	Exhibitions tactical	Exhibitions tactical
HOH Jan Programme	One Club tactical	App Promotion BTL	Easter Camps Promotion	App Promotion BTL	App Promotion BTL
HOH Jan Paper Advert/Ladder	Exhibitions tactical	Easter Camps Promotion	Lexicon	Lexicon	Lexicon
App Promotion BTL	App Promotion BTL	H&ER Digital Campaign	Kids Parties / Activities BTL	Kids Parties / Activities BTL	Kids Parties / Activities BTL
Kids Parties / Activities BTL	Easter Camps Promotion	Pricing Implementation	Live Events BTL	Live Events BTL	Live Events BTL
Live Events BTL	February break activities (sites)	Kids Parties / Activities BTL	Archives BTL	Archives BTL	Archives BTL
Archives BTL	Pricing Implementation	Live Events BTL	Sports Dev Easter Camps Campaign	Sports Development BTL	Sports Dev Summer Camps Campaign
Sports Development BTL	Kids Parties /Activities ATL	Archives BTL	Sports Development BTL	Learn 2 Swim BTL	Sports Development BTL
Learn 2 Swim BTL	Live Events ATL Campaign	Sports Dev Easter Camps Campaign	Learn 2 Swim BTL	Market Making	Learn 2 Swim BTL
Market Making	Live Events BTL	Sports Development BTL	Market Making	Health &ER BTL	Market Making
Health &ER BTL	Archives BTL	Learn 2 Swim BTL	Health &ER BTL	Pressreader BTL	Health &ER BTL
Pressreader BTL	Sports Dev Easter Camps Campaign	Market Making	Pressreader BTL	Borrowbox BTL	Pressreader BTL
Borrowbox BTL	Sports Development BTL	Health &ER BTL	Borrowbox BTL	Borrowbox Digital Campaign	Borrowbox BTL
Evergreen & Seasonal Google Ads	Learn 2 Swim BTL	Pressreader BTL	Evergreen & Seasonal Google Ads	Evergreen & Seasonal Google Ads	Evergreen & Seasonal Google Ads
Charitable messaging SM	Market Making	Borrowbox BTL	Charitable messaging SM	Charitable messaging SM	Charitable messaging SM
Weekly good news Release	Health &ER BTL	Spydus Activation	Weekly good news Release	Weekly good news Release	Weekly good news Release
Staff Bulletin	Pressreader BTL	Evergreen & Seasonal Google Ads	Staff Bulletin	Staff Bulletin	Staff Bulletin
Libabry Newsletter	Borrowbox BTL	Charitable messaging SM	Libabry Newsletter	Libabry Newsletter	Libabry Newsletter
Library digital newsletter	Spydus Activation	Weekly good news Release	Library digital newsletter	Library digital newsletter	Library digital newsletter
HOH/A&C Digital Newsletter	Evergreen & Seasonal Google Ads	Staff Bulletin	Museums Digital Newsletter	Museums Digital Newsletter	Museums Digital Newsletter
	Charitable messaging SM	Libabry Newsletter	HOH April Programme	HOH May Programme	HOH June Programme
	Weekly good news Release	Library digital newsletter	HOH April Paper Advert/Ladder	HOH May Paper Advert/Ladder	HOH June Paper Advert/Ladder
	Staff Bulletin	Museums Digital Newsletter	HOH/A&C Digital Newsletter	HOH/A&C Digital Newsletter	HOH/A&C Digital Newsletter
	Libabry Newsletter	HOH March Programme		Alchemy Film Festival HOH	
	Library digital newsletter	HOH March Paper Advert/Ladder			
	HOH Feb Programme	HOH/A&C Digital Newsletter			
	HOH Feb Paper Advert/Ladder				
	HOH/A&C Digital Newsletter				

July	August	Sept	Oct	Nov	Dec
WOW - museums campaign ATL	Exhibitions digital campaign	WOW - museums campaign ATL	WOW - museums campaign ATL	Black Friday Trifitness	H&F Sales Campaign 3
JCMM	H&F Relaunch? ATL Sales 2	H&F Relaunch? ATL Sales 2	October Holiday Activities	Black Friday One Club	Xmas Comms & Opening
Summer Activity Camps Campaign	JCMM	JCMM	JCMM	Xmas Activities	Xmas Activities
triathlon tactical	Youth Campaign (dependent)	Youth Campaign (dependent)	Youth Campaign (dependent)	Trifitness Tactical	Triathlon
Trifitness Tactical	WOW - museums campaign ATL	National Fitness Day?	Trifitness Tactical	One Club tactical	Trifitness Tactical
One Club tactical	Trifitness Tactical	Trifitness Tactical	One Club tactical	App Promotion BTL	One Club tactical
Curious Finds For Curious Minds Campaign	One Club tactical	One Club tactical	Curious Finds For Curious Minds Campaign	Kids Parties / Activities BTL	App Promotion BTL
Exhibitions tactical	Curious Finds For Curious Minds Campaign	Curious Finds For Curious Minds Campaign	Exhibitions tactical	Live Events BTL	Kids Parties / Activities BTL
App Promotion BTL	Exhibitions tactical	Exhibitions tactical	App Promotion BTL	Archives BTL	Live Events BTL
Kids Parties / Activities BTL	App Promotion BTL	App Promotion BTL	Kids Parties / Activities BTL	Sports Development BTL	Archives BTL
Live Events BTL	Kids Parties / Activities BTL	Kids Parties / Activities BTL	Live Events BTL	Learn 2 Swim BTL	Sports Development BTL
Archives BTL	Live Events BTL	Live Events BTL	Archives BTL	Market Making	Learn 2 Swim BTL
Sports Dev Summer Camps Campaign	Archives BTL	Archives BTL	Sports Development BTL	Health &ER BTL	Market Making
Sports Development BTL	Sports Dev Summer Camps Campaign	Sports Development BTL	Learn 2 Swim BTL	Pressreader BTL	Health &ER BTL
Learn 2 Swim BTL	Sports Development BTL	Learn 2 Swim BTL	Market Making	Borrowbox BTL	Pressreader BTL
Market Making	Learn 2 Swim BTL	Market Making	Health &ER BTL	Evergreen & Seasonal Google Ads	Borrowbox BTL
Health &ER BTL	Market Making	Health &ER BTL	Pressreader BTL	Charitable messaging SM	Evergreen & Seasonal Google Ads
Pressreader BTL	Health &ER BTL	Pressreader BTL	Borrowbox BTL	Weekly good news Release	Charitable messaging SM
Borrowbox BTL	Pressreader BTL	Borrowbox BTL	Evergreen & Seasonal Google Ads	Staff Bulletin	Weekly good news Release
Pressreader Digital Campaign	Borrowbox BTL	Unbored Yourself Lib 2	Charitable messaging SM	Libabry Newsletter	Staff Bulletin
Evergreen & Seasonal Google Ads	Evergreen & Seasonal Google Ads	Evergreen & Seasonal Google Ads	Weekly good news Release	Library digital newsletter	Libabry Newsletter
Museums Digital Newsletter	Charitable messaging SM	Charitable messaging SM	Staff Bulletin	HOH Nov Programme	Library digital newsletter
Charitable messaging SM	Weekly good news Release	Weekly good news Release	Libabry Newsletter	HOH Nov Paper Advert/Ladder	HOH Dec Programme
Weekly good news Release	Staff Bulletin	Staff Bulletin	Library digital newsletter	HOH/A&C Digital Newsletter	HOH Dec Paper Advert/Ladder
Staff Bulletin	Libabry Newsletter	Libabry Newsletter	Museums Digital Newsletter		HOH/A&C Digital Newsletter
Libabry Newsletter	Library digital newsletter	Library digital newsletter	HOH Oct Programme		HOH Christmas film Campaign
Library digital newsletter	Museums Digital Newsletter	Museums Digital Newsletter	HOH Oct Paper Advert/Ladder		
HOH July Programme	HOH Aug Programme	HOH Sept Programme	HOH/A&C Digital Newsletter		
HOH July Paper Advert/Ladder	HOH Aug Paper Advert/Ladder	HOH Sept Paper Advert/Ladder			
HOH/A&C Digital Newsletter	HOH/A&C Digital Newsletter	HOH/A&C Digital Newsletter			
HOH Summer Holidays cinema campaign					