



The Marketing sessions aim to discover what a group of young people already knows about your venue and provide an insight into their recommendations when marketing to their peers.

Session One	Activity	Description of activity and resources available
15 minutes	Icebreaker	Venue to choose from a range of icebreakers. Film related games include a variation of 'I went to the shops and I bought' which is adapted to 'My name is xxx I went to the cinema and I saw'. See suggested Icebreakers .
30 minutes	Initial consultation	Group's immediate opinions of the venue and offer.
30 minutes	Overview of venue/offer and a brief tour	Could include: <ul style="list-style-type: none"> How long the venue has been open A description of your role and how long you've been in it Description of demographic of venue audience The vision/mission statement of the venue Why the venue is running this consultation project and what you are hoping to get out of it
30 minutes	Overview of upcoming film programme and current marketing strategies	Could include: <ul style="list-style-type: none"> Overview of bookings website Branding Print materials Tour of Facebook/Twitter/Instagram channels Any marketing plans/campaigns Marketing budget
15 minutes	Set the session one task and explain timelines	Task after session one: <p>Choose a screening taking place at the venue (choice of 4). Decide on appropriate marketing and promotion and be prepared to return to session two with feedback on how it appeals to/doesn't appeal to 16-19-year-olds.</p> <p>Ask the group to use the Marketing task sheet and bring it to session two.</p>

Session Two	Activity	Description of activity and resources available
15 minutes	Icebreaker	Choose from a range of icebreakers or by this time just do a <i>'what've you been watching since last time'</i> . See suggested Icebreakers .
15 minutes	Quick feedback discussion on session one task	Use the questions in the Marketing task sheet to shape discussions.
30 minutes	Presentation on marketing and discussion	Use 16-19 Marketing presentation to discuss various methods available to market a venue, film programmes and events.
45 minutes	Activity looking at marketing for a specific upcoming film/event at the venue	Venue to select a film that is being screened in the next 6-8 weeks and in groups explore the following: <ul style="list-style-type: none"> • Ideas for social media marketing • Ideas for print marketing and where to distribute • Ideas for offline 'street' marketing and how to make this happen Plan a marketing campaign considering the above and roughly decide how any budget would be spent. Ask smaller groups to share their ideas with the wider group.
15 minutes	Next steps	Explain to the group how their above ideas will be moved forward. Then use this time to present further opportunities for collaboration. If not applicable, use this time to discuss upcoming events/screenings.

BUDGET

A suggested budget should be introduced during the session two activity that the groups should hypothetically allocate to their marketing campaign.

Ideas for the budget spend could include:

- online marketing – social media boosts etc
- print marketing, posters/flyers
- offline 'street' marketing ideas