**Quatuor Danel at Manchester Jewish Museum Communications Plan**

1. **Background:**

THE UNIVERSITY OF MANCHESTER’S INTERNATIONALLY-ACCLAIMED STRING QUARTET-IN-RESIDENCE, QUATUOR DANEL, BRINGS THEIR LIVELY REPERTOIRE TO OUR HISTORIC SYNAGOGUE WITH QUARTETS WRITTEN IN MEMORY OF LOST SISTERS.

1. **Objectives :**

* To raise awareness of the event resulting in more ticket sales
* To raise awareness of University of Manchester events
* To strengthen the relationship between the School of Arts, Languages and Cultures and the Manchester Jewish Museum

1. **Strategy:**
   1. **Target audiences:**

* Music staff
* Music students
* MHC audiences
* Religions and Theology staff and students
  1. **Key messages:**
* A wonderful opportunity to hear an internationally-acclaimed string quartet perform beautiful pieces within the auspices of one of Manchester’s most important cultural venues

1. **Channels of communication (Tactics)**

* MHC Twitter and Facebook
* School of Arts, Languages and Cultures Twitter and Facebook
* Creative Manchester Twitter and Facebook
* Music external news
* Rose Brooke personal LinkedIn
* Posters

1. **Timescales**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Activity** | **Owner** | **Comments** |
| *24 Nov* | *Brief for poster to Designer* | *RB and DW* |  |
| *W/c 28 Nov* | *News item published on Music news pages – SM to complement* | *RB* |  |
| *W/c 28 Nov* | *Posters to printer* | *RB and CP* |  |
| *W/c 28 Nov* | *MHC SM* | *RB* |  |
| *W/c 28 Nov* | *SALC SM* | *RB* |  |
| *W/c 28 Nov/following week* | *Posters delivered.*  *Posters and digital posters put up around campus* | *CP, RB and MK* |  |
| *W/c 28 Nov* | *News item to Hums e-news* | *RB and KO* |  |
| *W/c 5 Dec* | *THIS WEEK/TOMORROW SM*  *MHC and SALC* | *RB* |  |
| *W/c 12 Dec* | DID YOU ATTEND DANELS AT MJM SM posts to encourage conversation.  SALC and MHC | *RB* |  |
| *W/c 12 Dec* | Measure social media engagement, comments and news coverage against ticket sales | *RB* |  |

1. **Evaluation**

* Gather qualitative data from social media engagement and ticket sales
* Gather quantitative data from reviews and social media comments

1. **Next Steps:**

*Draw up report to file.*

*Catch up with MJM post-event to find out whether they consider the event to have been a success.*