

APPENDIX 1



Publicity Plan 2017/18

Action	Progress	Outcome
1. Member Loyalty Card		
Members to be offered every 10 th class free. Leaders have opportunity to claim back lost income if required.	Decided at Leader's Forum on 26 th August to continue using second class free as classes are good value without needing Loyalty scheme.	Complete
2. 'Aberdeen Citizen' Newspaper Wraparound		
Consider this as a means of advertising across Aberdeen – cost dependent. If overly expensive, consider advert within newspaper.	In progress – Katie to edit Karen's template poster.	FS contacted Aberdeen Journals enquiring about costs for advertising and also wraparound costs. No response received – chased again. Pauline successfully made contact with cost for wraparound being £2000. A classified ad is £31, can make it a running advert for one week for \$134+VAT. We will try and push our own posters and postcards first.
3. Local Events – Promotion Opportunities		
Balmoral Race Warm Ups – 22 nd April 2017		Complete

Action	Progress	Outcome
Dunecht Dash Warm Up – 7 th May 2017		Complete
Golden Games: Participation with both Viking Hiking and classes – 7 th to 16 th June 2017		Complete
Advert in Programme for Peter Pan in Tivoli – 22 nd to 24 th June 2017		Complete
Warm Up for Clan Landmark Walk – 10 th September 2017 - F&S Aberdeen to host warm ups		Complete
Deeside Local Food Festival – demonstration – 17 th September 2017		Complete
MS Society Big Event – 13 th November 2017		Complete
Advert in Midsocket Matters – February/March edition		Complete
Race Sponsor for Inchgarth Community Centre – 9 th March 2018		Pending
Balmoral Race Warm Ups – 21 st April 2018		Pending
4. F&S Aberdeen Events		
Themed Class – Cults Community Centre – Saturday 15 th May 2017	Advertised via F&S Aberdeen website; F&S Aberdeen Facebook page	Complete - £180.50 raised for Friends of Roxburghe in memory of Kath McKinnon
Themed Class – Cults Community Centre – Saturday 2 nd September 2017 – MBC Festival	Advertised via F&S Aberdeen website; F&S Aberdeen Facebook page	Complete
Guro's Visit – 15 th to 18 th September 2017	Advertised via F&S Aberdeen website; F&S Aberdeen Facebook page	Complete

Action	Progress	Outcome
Kick Off 2017 – held 7 th /8 th October 2017 with guests Emma Jönsson	Ashwini Rao jympa licence. Jackie Leiper and Kirsty Thomson flex licence. 1 Leader LUF & 1 Masterclass held – all classes free of charge.	Complete
Viking Hiking 15 Year Celebration – Hazlehead Golf Club	Advertised via F&S Aberdeen website; F&S Aberdeen Facebook page	Complete
Themed Class – Cults Community Centre – Saturday 16 th December 2017	Advertised via F&S Aberdeen website; F&S Aberdeen Facebook page	Complete – £192.75 raised for Save the Children
Themed Class – Cults Community Centre – Saturday 20 th January 2018	Advertised via F&S Aberdeen website; F&S Aberdeen Facebook page	Complete – £166.15 raised for Chest, Heart and Stroke
Themed Class – Baptist Church Hall, Buckie – Saturday 27 th January 2018	Advertised via F&S Aberdeen website; F&S Aberdeen Facebook page	Complete – £101 raised for Breast Cancer
Themed Class – Major Sturen, Oslo – Friday 23 rd February 2018		Complete
Themed Class – Cults Community Centre – Saturday 12 th May 2018	Advertised via F&S Aberdeen website; F&S Aberdeen Facebook page	Pending – charity is Sue Ryder
5. Facebook Promotions		

Action	Progress	Outcome
Facebook is used to promote: <ul style="list-style-type: none"> • Events within F&S Aberdeen • Events outwith F&S Aberdeen eg warm ups, fun days etc • New classes • Changes to existing classes • Demonstration of F&S classes via video clips • Annual General Meeting • Competitions • Classes returning eg after summer break 	As this is still a relatively new development, a budget has been allocated to Jackie Leiper to utilise for promotions.	Ongoing

Signed Off: Friskis&Svettis Aberdeen Main Committee

Name: Karen Grant, Chairperson

Date: 25th March 2018