

# Communications and Marketing Workgroup

London

September 2019



THE CENTRAL COUNCIL OF CHURCH

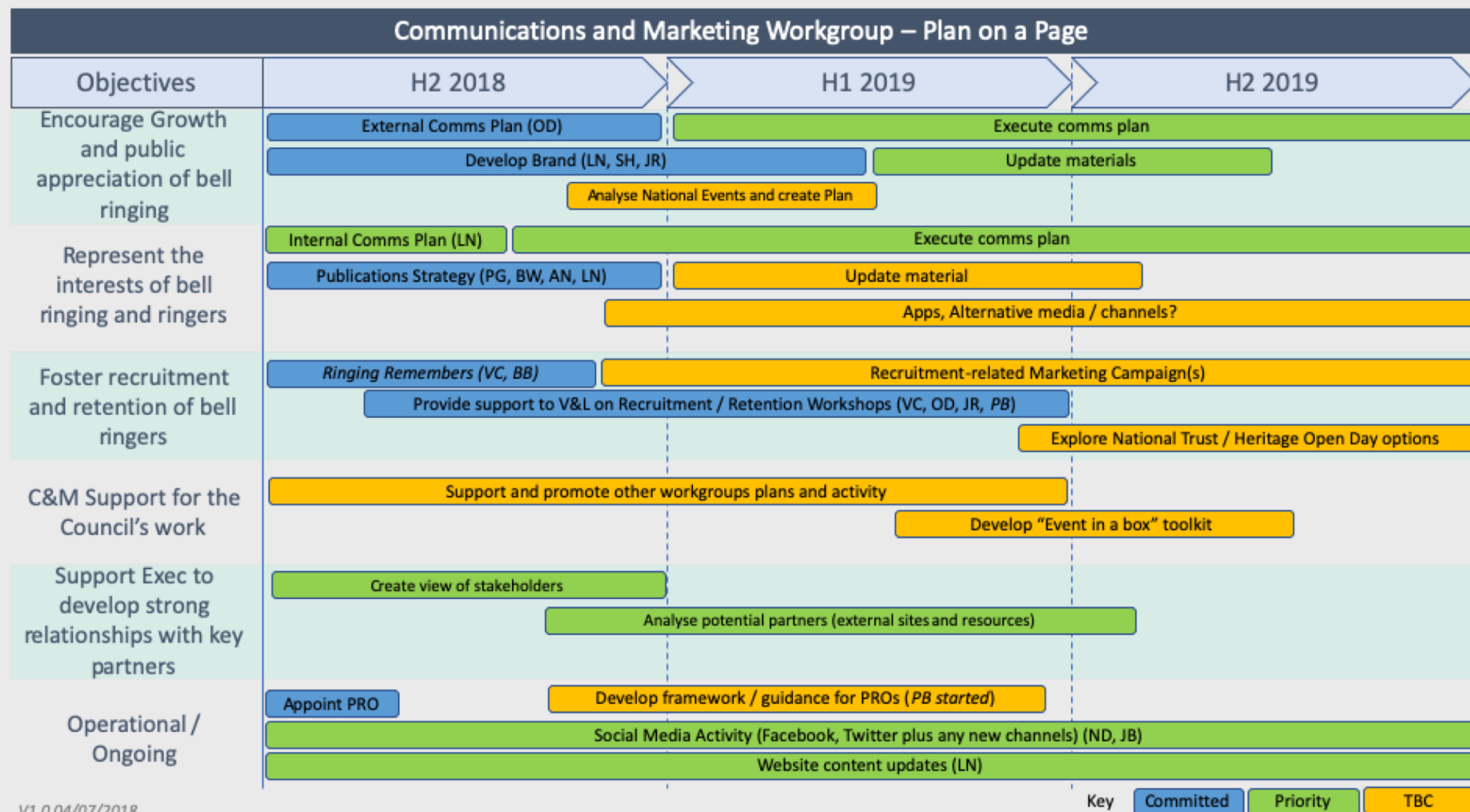
**BELL RINGERS**

# What do we do?

## Communications & Marketing Work Group

Communications / PR	Media Relations	Publications & Materials	Digital	Operations
Internal Comms	Bells on Sunday	Design / Production	Website Content	Reporting
External Comms	Media Enquiries	Sales / Distribution	Social Media	Budgets
Campaigns		Fulfilment	Multimedia / YouTube	Fundraising
Societies Support			Apps	

# 2018/2019 Priorities



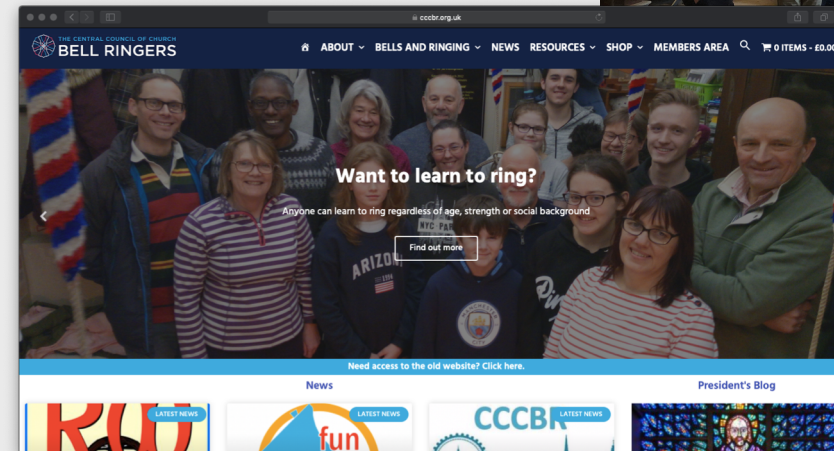
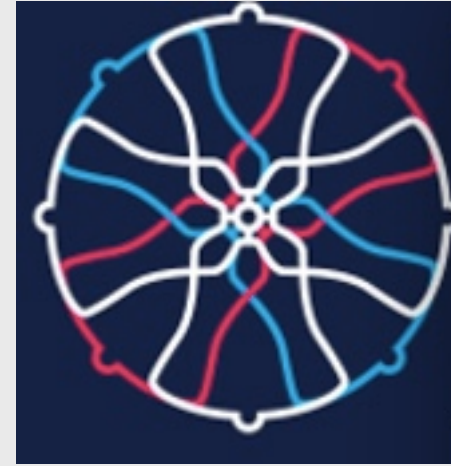
V1.0 04/07/2018





# Encourage growth & public appreciation of bellringing

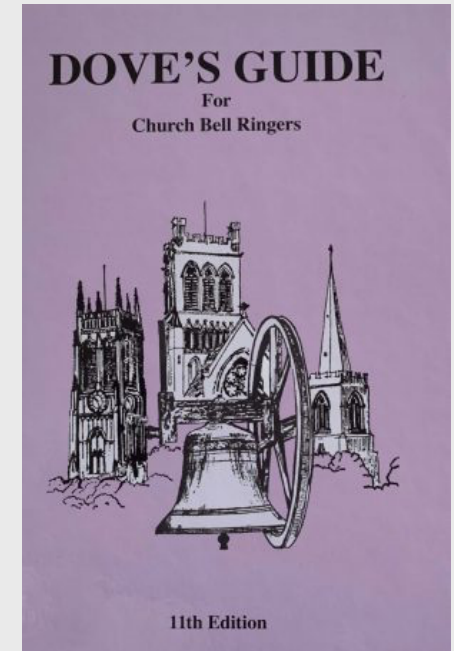
- London Landmarks Half Marathon
- Heritage Alliance case study
- Website update
- Brand Review





# Represent the interests of bell ringing and ringers

- Publicity supporting Publications release of Dove 11
- Branding / artwork for updated material
- Comms support for London 2019
- Ongoing updates / articles



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**BELL RINGERS**

# Foster recruitment and retention of bell ringers

- Ringing Remembers
- Blue Peter at RWNYC
- Review of publicity materials (ongoing)
- Things to ring for - campaigns



# C&M Support for the Council's work

- Comms support for 2019 ART conference
- Review of protocol for National / International events
- Events support
- PRO review / appointment





# Operational / Ongoing

- Social Media
- Website
- Media Queries
- General Enquiries
- Bells on Sunday



# What next?

- Things to ring for – campaigns
- Support Direct Membership
- Event in a box
- Website
- Social Media Tools



# Questions?

