

Bee ahead Bee innovative Bee connected

Communications planner: weekly themes during the trail (23 July - 23 September 2018)

The following weekly themes represent an opportunity for Bee in the City sponsors and partners to connect to: a theme; each other; press and media contacts; local communities and visitors. The Bee in the City Marketing and Communications Team will help to promote these themes to press and broadcast media and to residents and visitors via social media.

We invite and encourage our sponsors and partners to proactively connect to one or more of these weekly themes. The Bee in the City team is happy to offer advice to help you maximise impacts in support of your own marketing and communications objectives.

For more information and to explore ideas, first contact your Bee in the City Account Manager and they will link you up with the Bee in the City Marketing & Communications Team.

23 Jul - trail goes live Launch week
 - Press and media photo opportunities throughout the week
 - Start of the summer holidays - BITC offers free fun for all the family
 - **27 July:** Free family fun at **Well Pharmacy's Feel Good Fridays!** Bee active for 30mins at midday, every Friday during BITC, at Castlefield.
 - **28/29 July:** CityCo Bee in the City Weekender market (includes BITC merchandise stall)

30 Jul - Health & Wellbeing week
 - **Well Pharmacy's Feel Good Fridays**
 - Promoting walking the trail, enjoying with friends and family
 - Spotlight on the Community Programme
 - **Monday 30 July: International Day of Friendship**
 - **Tuesday 2 Aug: National Play Day**

6 Aug - Environment & Bee Conservation week
 - Spotlight on trail's floral and environmental Bees
 - Sharing bee facts from Beekeepers Association
 - Beekeeping in urban environments
 - Other environmental messages

13 Aug - Art, Music & Culture week
 - Spotlight on art, music & culture Bees
 - Spotlight on BITC artists / Wild in Art
 - Manchester's arts and cultural heritage
 - Businesses supporting Manchester's arts scene

20 Aug - Freedom week
 - Spotlight on unity, diversity, LGBT, suffrage movement Bees
 - **Fri 24 - Mon 27 Aug: Manchester Pride**

27 Aug - Science, Technology & Innovation week
 - Spotlight on science, technology & innovation Bees
 - Manchester's past, present and future in these fields

3 Sep - Celebrating Manchester week
 - Spotlight on Bees celebrating the city e.g. heritage and future, cityscape and architecture, all things great about Manchester and BITC

10 Sep - The Lord Mayor of Manchester's We Love MCR Charity week
 - Still chance to 'do your bit' to support the Charity
 - Organise fundraising Bee challenge before the trail finishes
 - Spotlight on the Auction

17 Sep - Last Chance to Bee in the City week
 - Have you followed all of the trail yet? Now or never!
 - Last chance to visit Bees in areas of the city you haven't explored
 - Last chance to unlock the app rewards
 - Share your pics and take selfies with your favourite Bee

