## **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.

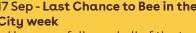
We invite and encourage our sponsors and partners to proactively connect to one or more of these weekly themes. The Bee in the City team is happy to offer advice to help you maximise impacts in support of your own marketing and communications objectives.

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 6 Aug - Environment & Bee 30 Jul - Health & Wellbeing week - Press and media photo - Well Pharmacu's Feel **Conservation week** opportunities throughout the week Good Fridays - Spotlight on trail's floral - Start of the summer holidays and environmental Bees - Promoting walking the trail, BITC offers free fun for all the family enjoying with friends and family - Sharing bee facts from - 27 July: Free family fun at Well - Spotlight on the Community Beekeepers Association Pharmacy's Feel Good Fridays! Bee Programme - Beekeeping in urban active for 30mins at midday, every - Monday 30 July: International environments Friday during BITC, at Castlefield. Day of Friendship - Other environmental - 28/29 July: CityCo Bee in the City - Tuesday 2 Aug: National messages Weekender market (includes BITC Play Day merchandise stall) 20 Aug - Freedom week 13 Aug - Art, Music & Culture week 27 Aug - Science, Technology & - Spotlight on unity, diversity, - Spotlight on art, music Innovation week & culture Bees LGBT, suffrage movement Bees - Spotlight on science, technology - Spotlight on BITC artists / - Fri 24 - Mon 27 Aug: & innovation Bees Wild in Art Manchester Pride - Manchester's past, present - Manchester's arts and and future in these fields cultural heritage - Businesses supporting Manchester's arts scene 3 Sep - Celebrating 17 Sep - Last Chance to Bee in the 10 Sep - The Lord Mayor Manchester week of Manchester's We Love City week - Spotlight on Bees celebrating MCR Charity week

the city e.g. heritage and future, cityscape and architecture, all things great about Manchester and BITC

- Still chance to 'do your bit' to support the Charity
- Organise fundraising Bee challenge before the trail finishes
- Spotlight on the Auction



- 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