

Meeting 1

Location: RKC
Date: 9/11/22
Time: 12h00 - 12h50
Attendees: Connall, Ophelia, Tom, Dawid, Oscar

Key items discussed

1. Discussed strategy approach
 - Focus on campus students first: might be good to reach out to long boi society
 - Local community of bird watchers around York
 - More general focus - country wide: maybe contact bird watching societies
2. Discussed different options for media to be created for marketing:
 - Poster (might be the best to start with)
 - Leaflet
 - Stickers to put around campus with a qr code
 - URY announcement
 - UoY Tik Tok account could give shout out

Action items	Owner(s)	Deadline	Status
Figure out steps needed for each of the marketing strategies	Marketing	Week 8	