

# Pratts Bottom Dramatics Society

## Marketing Approval Process

### Purpose

To ensure marketing materials are clear, accurate, and approved efficiently while avoiding conflicting feedback.

---

## 1. Marketing Brief

The **Artistic Directors** provide the **Marketing Team** with a brief including:

- Production concept
- Key themes
- Performance dates
- Any visual or branding ideas
- Key messaging points

This ensures marketing materials reflect the artistic vision from the start.

---

## 2. Draft Design

The **Marketing Team** creates **initial draft designs** based on the brief.

This may include:

- Posters
- Social media graphics
- Website banners
- Programme artwork

Drafts are then shared for review.

---

### 3. Feedback & Approval Flow

All feedback follows a **single approval chain**:

**Artistic Directors → Chairman → Final Decision**

- Artistic Directors review and provide feedback.
- Feedback is consolidated and passed to **Jack**.
- **Jack makes the final approval decision** before materials are published.

This prevents multiple people requesting conflicting changes.

---

### 4. Minor Edits

To avoid delays:

- **Typos, spelling corrections, or small formatting fixes** can be corrected by the **Marketing Team without full approval**, provided they do not change meaning or design intent.
- 

### 5. Cast & Crew Information for Programme

To ensure the programme can be produced on time:

- **Heads of Departments** are responsible for ensuring the **cast and crew spreadsheet for each show is fully updated**.
- This must be completed **no later than one month before show week**.
- The spreadsheet must include all names and roles required for the printed programme.

Late updates may not be guaranteed inclusion in the programme.

---

### 6. Final Release

Once approved:

- The **Marketing Team publishes or distributes** the final materials across relevant channels.
-