

## Campaign Plans – November 2020 – January 2021

DATE	EVENT	DETAILS	COMMS ACTION
November			
	<b>Business Growth Service Launch</b>	Comprehensive plan of comms activity to promote the launch of the BGS service and raise awareness of the Service's ability to have a positive impact for businesses.	TBC – Discussion needed with winning bidder to finalise a comms plan
	<b>Medtech Accelerator</b>	LGF supported project, joint PR opportunity.	Press Release Social Media Stakeholders
	<b>Kickstart Scheme</b>	Promoting the BGS as the recommend intermediary for the Cambridgeshire and Peterborough businesses looking to create placements.	Business Mailing List Press release Stakeholders Webinar (DWP Q&A)
	<b>Peer 2 Peer Network Support Scheme</b>	Attract high quality companies to take part in the scheme.	Business Mailing List Press release Targeted messaging
	<b>REAP 2020 Conference</b>	Agri-Tech Event which the Combined Authority are sponsoring. Opportunity to highlight our committed to the sector and Agri-Tech Growth Initiative.	Press release Target Trades Social Media
	<b>Oxford to Cambridge Arc</b>	Public launch event and the start of a year-long engagement plan.	TBC
	<b>Local Economic Recovery Strategy</b>	Highlighting the interventions within the LERS in a way that demonstrates tangible impact on business leaders, learners and workers.	TBC

DECEMBER			
	<b>Second tranche of Market Town Masterplans</b>	Proposals to be approved at November Business Board with ongoing activity to follow.	Local Community Press release Social Media
	<b>AEB sector-based work academies and high value courses</b>	Follow up on how the Combined Authority has invested £500,000 from DFE with our AEB providers.	Press release Social Media Webinar
	<b>COVID-19 Impacts Insight Data update</b>	To use the findings of these reports (built by Metro Dynamics) to highlight how our proactive support is being targeted.	TBC
	<b>EU Transition Webinars</b>	Promotion of BEIS webinars to support businesses to adapt to the future UK-EU trading relationship.	Business Mailing List Social Media
January			
21 <sup>st</sup> January	<b>Haverhill Epicentre, official opening</b>	LGF project, opportunity to promote the LGF and the Epicentre.	Business Press Press release Social Media
	<b>National Retraining Scheme</b>	Local pilot of the retraining scheme with the NHS.	TBC
	<b>Hauxton House Incubator Development</b>	Official opening, innovative project with great communications potential.	Press Release Target Trades Social