Stephanie Payne

From: May Race <May.Race@coi.gsi.gov.uk>
Sent: 24 January 2011 15:46
To: Chrystyna Chymera
Cc: Caley Smolska; Tim Corcoran; Jenny Smart; Jess Burvill
Subject: EC Interactive Tool Creative Briefing Meeting - tomorrow at 9.30am

Hi all

To confirm, the creative briefing meeting is at **9.30 tomorrow morning**; there is an ambition for it to be just one hour but it might stretch to an hour and a half.

The meeting will be at:
Glue Isobar
31 Old Nichol Street
Shoreditch
London E2 7HR

The creative brief is attached, and the agenda is as follows.

1) Set out task
2) Bring audience to life
3) Explain differences between the two systems
4) Thought starters – 2 or 3 examples of other interesting pieces of work that could provide stimulus to the creative teams
5) Any q's
6) Recap task, set out mandatories and next steps

Oh, and Jenny just mentioned that some lovely pastries will be provided :)

See you all there

May

May Race, Interactive Services, COI, www.coi.gov.uk
T: 0207 261 8464 F: 0207 928 0989

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