**University of Winchester CEDI Marketing Material for 3D Printing Hub, Networking Events & Training Hub**

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| **CLIENT** | | |
| **PROJECT NAME** | **CEDI Marketing Material for the 3D Printing Hub & Training Hub** | |
| **CLIENT NAME** | **CEDI** | |
| **UNIVERSITY CONTACT** | **Debs Wilson, Sam Barker, John Richardson & Paula Richardson** | |
| **PAID / UNPAID?** | **Unpaid** | |
| **CLIENT CONTACT NAME CEDI Debs Wilson** | | **STUDENT(s):** |
| **PHONE 07703 379858** | | **PHONE** |
| **EMAIL debs.wilson@winchester.ac.uk** | | **EMAIL** |
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| **PROJECT | *purpose and opportunity*** | | |
| To create the marketing material and for CEDI’s new 3D Printing Hub, Networking Events and Training Hub | | |
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| **OBJECTIVE | *what does the project work to achieve?*** | | |
| To market the two hubs and networking events (and other areas possibly) via branded flyers and posters. and to create ongoing marketing material/information brochures for CEDI to align with the website. | | |
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| **TARGET AUDIENCE | *who are we trying to reach?*** | | |
| Industry, students, staff, academics, organisations | | |
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| **ATTITUDE | *style and tone*** | | |
| To be designed to suit your audience, ie a level of professionalism with a ‘designery’ look and feel – to be agreed and presented at different stages for feedback, and to tie in with the University of Winchester branding | | |
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| **MESSAGE | *what is the key idea to be remembered?*** | | |
| As above – CEDI needs to attract industry (all types) as well as students, staff, academics. CEDI is a knowledge exchange centre for enterprise, design and innovation, so there is a wide remit of who may be interested. | | |
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| **DELIVERABLES & FORMAT | *describe key pieces to be produced*** | | |
| The project should include:     1. **An identity (echoing the CEDI website) for the launch of the two CEDI hubs and networking events** 2. **Marketing material ie posters/flyers/invites** 3. **Press Releases** 4. **Marketing material for CEDI activities and business areas** 5. **Information leaflets for each of the areas to be delivered/advertised** 6. **Infographics for ‘How To’ use the 3D Printing equipment in the CEDI Innovation Lab** | | |
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| **SCHEDULE | *projected timeline, important dates, deadlines, etc.*** | | |
| * To be ready for the end of semester ready for using to invite people to the launch and advertise CEDI | | |
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| **BUDGET** | | |
| N/A | | |
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| **COMMENTS** | | |
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| **Signatures** |
| *Please ensure you have thoroughly read and understood the project details, requirements and outcomes before adding your signature below. One all signatures are added, the details listed above are considered approved and the brief can be confirmed as final. Any further work not mentioned above will be classed as new work and covered by a new project brief.* |
| UoW contact: Paul Wilson    Date: 20th September 2020 |
| Designer/Developer Student contact:  Date: |
| Client contact: Debs Wilson  Date: 20th September 2020 |