

Monthly breakdown of marketing activities

	Objective Month	Marketing Tools	Notes	Audience	Resp Officer	Budget	Evaluation	Status
	March	19th March 2015 Adoption and Fostering Roadshow @ Royal Derby Hospital	Event takes place at Royal Derby Hospital which is frequented by staff and visitors from Derby and beyond, which makes it ideal for fostering and adoption teams to host events that can target people	potential adopters and foster carers	RM	Nil	increase in enquiries resulting from the roadshow	In progress
	April	30th April 2015 Adoption and Fostering Roadshow @ Royal Derby Hospital	Event takes place at Royal Derby Hospital which is frequented by staff and visitors from Derby and beyond, which makes it ideal for fostering and adoption teams to host events that can target people	potential adopters and foster carers	RM	Nil	increase in enquiries resulting from the roadshow	In progress
	June	25th June 2015 Adoption and Fostering Roadshow @ Royal Derby Hospital	Event takes place at Royal Derby Hospital which is frequented by staff and visitors from Derby and beyond, which makes it ideal for fostering and adoption teams to host events that can target people	potential adopters and foster carers	RM	Nil	increase in enquiries resulting from the roadshow	In progress
	July	22nd July 2015 Adoption and Fostering Roadshow @ Royal Derby Hospital	Event takes place at Royal Derby Hospital which is frequented by staff and visitors from Derby and beyond, which makes it ideal for fostering and adoption teams to host events that can target people	potential adopters and foster carers	RM	Nil	increase in enquiries resulting from the roadshow	In progress
	August	20th August 2015 Adoption and Fostering Roadshow @ Royal Derby Hospital	Event takes place at Royal Derby Hospital which is frequented by staff and visitors from Derby and beyond, which makes it ideal for fostering and adoption teams to host events that can target people	potential adopters and foster carers	RM	Nil	increase in enquiries resulting from the roadshow	In progress
	Oct	22nd October 2015 Adoption and Fostering Roadshow @ Royal Derby Hospital	Event takes place at Royal Derby Hospital which is frequented by staff and visitors from Derby and beyond, which makes it ideal for fostering and adoption teams to host events that can target people	potential adopters and foster carers	RM	Nil	increase in enquiries resulting from the roadshow	In progress
	Nov	TBC National Adoption Week 2015	National event to raise awareness about adoption and campaign hard to attract adopters using social media, press, roadshows, adopters themselves inspiring people and much more	adopters within 50 mile radius of Derby City	RM	TBC	increase in enquiries and people taking up adoption	TBC

£0
£0