

**A BID for Bridgend town centre**

**Marketing Group meeting**

**Thursday 8<sup>th</sup> January, 5:15pm**

**The Rhiw Shopping Centre, Nolton Street**

1. Welcome & Introductions
2. Apologies for absence
3. The roles and responsibilities of the BID marketing group
4. Developing the BID brand
  - a. What do we want from Bridgend's BID brand?
  - b. Examples of BID branding
  - c. Commissioning and interviewing designers
5. Getting the message out there – engaging businesses in the BID process
  - a. Information updates – hard copies/e-blasts etc.
  - b. Face to face contact
  - c. Social media
  - d. Website
6. AOB
7. DONM