

Appendix 1 Draft Campaign Plan Overview for 15/16 - Q1 & Q2

Sector	Campaign Type	Campaign Name	Quarter
Agriculture & Food	Launch Campaign	Centres launch	Q1
Agriculture & Food	Event Led Campaign	Collaboration Nation	Q1
Built Environment			Q1
Digital	Marketing Campaign	Internet of Things	Q1
Digital	Event Led Campaign	Collaboration Nation	Q1
Emerging Technologies	Marketing Campaign	Non Animal testing roadmap	Q1
Resource Efficiency	Event Led Campaign	Collaboration Nation	Q1
Space	Mission	Entrepreneurial Space Mission 1 - USA	Q1
Transport	Launch Campaign	Strategy Launch	Q1
Agriculture & Food	Content led Campaign	Strategy Consultation	Q2
Digital	Marketing Campaign	Retail & Urban living	Q2
Emerging Technologies	Marketing Campaign	Quantum roadmap	Q2
Energy	Event Led Campaign	Collaboration Nation	Q2
HVM	Launch Campaign	Impact Review of HVM Competencies	Q2
HVM	Event Led Campaign	Collaboration Nation	Q2
Transport	Event Led Campaign	LCV 2015 Conference	Q2