



County Durham LINK Meeting/Event

Date: Tuesday 2 nd March 2010
Event: Regional LINK Media Workshop
Number/range of attendees: 12 members, including Reps from; Northumberland, Tyneside, County Durham and Cleveland LINK's
Purpose of meeting/event: To increase knowledge of publicity methods intended to raise public awareness of LINK
Record completed by: Colin Burton
<p>The workshop highlighted various publicity methods for increasing the population's awareness of LINK's and its responsibilities. It gave consideration to the different demographics issues in this region.</p> <p>As a result a media kit will be produced and circulated to the participants.</p>
Actions: Consider the media kit when it is circulated.