The word ‘dementia’ describes a set of symptoms that may include memory loss and difficulties with thinking, problem-solving or language. These changes are often small to start with, but for someone with dementia they have become severe enough to affect daily life. (www.alzheimers.org.uk) There are currently 850,000 people with dementia in the UK and this number is projected to increase. (dementiastatistics.org)

**Project Outline:** You'll develop a marketing campaign to let more people who are living with dementia and their carers know about the Dementia Friendly Cinema screening programme at Tyneside Cinema

**You'll work with:** Laura Rothwell and the team at Crystallised, Tyneside Cinema staff, the Institute for Ageing at Newcastle University, Sarah Phillips from Picto Signs, Katherine Wildman from Haydn Grey, and marketing executive Angela Lynch.

**About Tyneside Cinema**
The Grade II-listed Tyneside Cinema in Newcastle City Centre provides a Dementia Friendly Cinema screening programme. The cinema wants to promote the screening programme – and the building’s beautiful café and coffee rooms – to more people who are living with dementia and their families and carers.

**Pick this project if you're interested in:** copywriting, storytelling, persuasive writing, marketing, digital communications, blogging, PR.

**For this project we are looking for people who can listen well and write to a brief – we will discuss your choice at your interview.**

Working to a live brief, set by Crystallised founder Laura Rothwell you’ll learn about Tyneside Cinema and about the Dementia Friendly Cinema screening programme it offers.

You'll also hear from signage and wayfinding expert Sarah Phillips about how dementia can affect a person's experience of a building like Tyneside Cinema.

You'll explore the history of the cinema, find stories to tell about the space and work with Laura, Katherine and Angela to create a marketing campaign about the screening programme that will spread the word to
new people who are living with dementia and their families and carers who would enjoy coming to the cinema.

Your 3 Training Days may look like this:
*Please note: you must attend all three training days to showcase your work at the Final Show.

On day one or day two you will be invited to meet and talk to some of the people who attend the Dementia Friendly Cinema events. This session will be supported by Tyneside Cinema and Crystallised staff

Day one: (11th June) The first day of our project will be dedicated to exploring Tyneside Cinema, learning about the impact of dementia on design and built spaces and how events like dementia friendly cinema screenings can support people living with dementia.

Day two: (20th June) The second day will be an introduction to copywriting and marketing and will involve exploring and researching the Tyneside Cinema and talking to people who love going there for material to use in your marketing campaign.

Day three: (24th June) You will complete your marketing campaign, with considerations for how to reach new people and let them know about the screenings.

Your Mentor is: Katherine Wildman

Need help or guidance?
If you would like to choose this project but have a question to ask, please get in touch with your mentor.
Kath: writing@tice-uk.com