

## UNIVERSITY OF ESSEX

Albert Sloman LibrarySDP ARCHIVESMarketing Advisory Group : minutes and papers

[n.d.] Membership

28. 1.85 Minutes, 28.1.85

26. 3.85 Agenda

Draft interim memorandum : SDP 'Rallying call' research

9.12.85 Report of a meeting held at the Barbican Centre

7. 1.86 Minutes, 7.1.86

4. 2.86 Minutes, 4.2.86

4. 3.86 Agenda

22. 4.86 Agenda

Minutes, 22.4.86

7. 5.86 Note from D. Kingsley to I. Wrigglesworth re. role of the  
Advisory Group

120 5.86 Minutes, 12.5.86

17. 6.86 Agenda

Suggestions on publicity and media

Change or decline: the challenge facing Britain

Minutes, 17.6.86

14. 7.86 Agenda

Minutes, 14.7.86

28. 7.86 Agenda

Minutes, 28.7.86

24. 9.86      Agenda  
 9.10.86      Agenda  
               Minutes, 9.10.86  
 11.11.86      Minutes, 11.11.86  
 21.11.86      Notes on arrangements for a Marketing Workshop  
 6. 1.87        Minutes, 6.1.87  
 11. 1.87        Minutes, 11.1.87

Additional papers

[n.d.]        Notes towards a marketing strategy  
 [n.d.]        A marketing strategy for the SDP  
 [n.d. ]        The case for voting SDP  
 [n.d.]        Alliance marketing strategy: outline plan  
 18. 2.85      Marketing the balance of power, R. Carroll  
 February      Results of membership opinions questionnaire  
 1985  
 21. 3.85      'Rallying call' research, D. Kingsley  
 10. 4.85      Letter from D. Simmons to I. Wrigglesworth, re. marketing  
               the SDP; paper by A. Wolfe attached  
 7. 7.85        S. Horack to D. Owen re. the SDP and the working class vote  
 December      A communications strategy for the Alliance (JPC/01/0286)  
 1985  
 6. 1.86        Communications strategy 'Themes' paper, R. Holme and  
               I. Wrigglesworth  
 5. 3.86        A research strategy for the Alliance, S. Horack  
 28. 4.86        Alliance strategy  
 1. 5.86        Alliance campaign for better government (Publicity pack,  
               including 'Industry rethink' and 'Jobs and competitiveness')  
 2. 5.86        Memorandum from R. Holme to A. Ellis, re. the Alliance  
               campaign  
 30. 6.86        Alliance marketing strategy and the Alliance 'mission'

- 1. 7.86 Summary of key findings from Qualitative Research
- 9. 7.86 Letter from Shirley Williams to I. Wigglesworth re. framework for an Alliance strategy and accountability; reply, 14.7.86
- 14. 7.86 Notes toward a marketing strategy for the SDP
- 28. 7.86 Footnote on the 'Notes towards a marketing strategy for the SDP' , D. Kingsley
- September 1986 Marketing friends of the SDP : a proposal for raising funds
- September 1986 Gallup poll for September 1986 : support for the Alliance
- 8. 9.86 SDP marketing strategy
- 9.10.86 Memorandum from R. Newby re. defence; statement by D. Owen re. Gallup poll findings

September 1993