

Jacob Gemma

From: Chapman Helen (TPH)
Sent: 21 January 2019 18:16
To: 'Steve McNamara'; Maskell Dan
Cc: Robinson Graham
Subject: RE: Knowledge of London

Steve,

Sounds like a very good idea. Yes of course, we can work with you to provide support for this.

Dan, can you pick this up with the KOL team and work with Steve on some options to support it including promotion?

Thanks
Helen

From: Steve McNamara [<mailto:steve@ltda.co.uk>]
Sent: 21 January 2019 17:09
To: Chapman Helen (TPH); Maskell Dan
Subject: Knowledge of London

Helen

I have had an idea to help promote the KOL, and go some way towards dispelling the doom and gloom on SM by a very few. I was thinking we could produce a professional podcast, 3 or 4 recently qualified cabbies saying how its changed their lives for the better, Gert and Dean saying about the schools and an examiner or two laying out how to do it. Friendly voice of examiners etc.

I will fund it, get it done, but I am guessing you will need to authorise the examiner or two? Katie would be great for this, Mark too.

We could promote it, you could do a link, the schools could promote it etc

Your thoughts please?

Best Regards

Steve

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