

Timeline – 27th November 2014

- Jon and Mark to meet on 25th November for photograph on Quayside with bridges in the background (To be used for front of article);
- Journey is from their own homes to respective offices to arrive for fictional 'meeting' at 10:30am;
- NW/BD need to take pictures of Mark/Jon getting on the train/arriving at airport (Monica will come to the station at 6:50am to do this);
- Mark/Jon will then be responsible for images during the journey. These can include 'selfies' or ask staff on train/plane to take pictures of them working, eating, talking on phone etc;
- Mark/Jon need to keep a diary of their day, recording the times of 'milestones' (leave house, arrive at station etc.) as well as brief thoughts about experiences;
- This includes the journey home as well.
- Jon and Mark will then meet at Brewin Dolphin at 11am for photograph by Oleg Tolstoy; report to reception.
- Oleg Tolstoy will arrive at BD at 10:30am to find suitable location for shot; will require BD employee for 20 minutes for test shots;
- Ideally, we also need a picture of Mark/Jon arriving at their offices. Oleg will take one of Jon and if there is time, also take one of Mark at Nigel Wright;
- If there isn't time, someone with a smartphone at Nigel Wright will need to take one of Mark arriving;
- NW/Brewin Dolphin copy must include the following:
 - Background (why visiting London/key messages)
 - Frequency of visits per year and typical method of transport
 - Timeline of journey there and back
 - Experiences of journey (presented as a Pros/Cons lists) including factors such as:
 - Food
 - Wifi access
 - Phone/email connection quality
 - Room to work
 - Service
 - Other benefits (e.g. free newspaper)
 - Cost of tickets plus additional costs incurred (e.g. taxi fares, food)
- Final copy needs to be submitted by Monday mid-day 1st December;
- On day of publication, East Coast Rail will supply a hashtag, for us to use in promoting the article on social media; tweets will have to incorporate NW, ECR, The Journal and Brewin Dolphin.