

A LETTER, THEN THE LEDGER

YOUR DOCUMENTS, CARRIED FORWARD.

This briefing starts where the campaign started: with the four documents the team wrote. What each one contained, what was improved or sorted on top of it, and what still needs doing.

OPEN STATEMENT · A LETTER TO THE TEAM

Once more, I would like to congratulate both Amelia and Ollie on the great work. As I mentioned before, this was by far the most well-structured and organised project draft I've dealt with in recent months, and it was a pleasure to develop it from their v1. And I'm looking forward to working on more of their projects in the near future.

You will find everything we discussed in the last meeting developed and linked throughout the process map in this PWA.

As you will notice, all the content here derives directly from the interns' project, including the landing page design. I just took the liberty of aligning it with our other graphic materials, but I'm aware Amelia was developing her own designs, and we should remain open to discussing the most suitable version.

Let's schedule a meeting to discuss the next steps and, together, plan a board for our current roadmap.

Regards,
Luiz

01 THE DIALOGUE

DIALOGUE.DOCX · SCRIPT + THREE EMAILS

- YOU MADE

The spoken studio pitch in three beats, a pre-appointment email, a referral email, and a two-week chaser. The warmth was already right: "Hiya", "No worries!", the guest welcome, the comfort-first note.
- SORTED

Your voice was kept; the mechanics under it were corrected. The £500 became a **voucher** everywhere. "Access your landing page" became **a share link that carries the code**, so friends type nothing. "5-7 digit code" became the true **seven characters, no zeroes or ones**. Subject lines were added, the fixed close and draw dates went in, the **screen-filming disclosure** landed where participants actually read it, and the script gained the **operator's code-ask at every visit**, the backstop that saves attribution. All four now live as styled cards.
- STILL OPEN

The sign-off name: emails send as **[FIRST NAME] at No Regrets**, and whose first name is Ben's call. The T&Cs link slot fills at sign-off.

02 THE PROCESS MAP

REFERRAL PROGRAMME PROCESS MAP V1

- YOU MADE

The four-swimlane shape of the whole programme: onboarding, capture, referral, rewards. The structure was sound and it survives in everything since.
- SORTED

Map v2 keeps your lanes and corrects the mechanics: the draw runs over **entries, not randomised codes**; a qualified attendance creates **two entries**; no-show creates none; a fixed close replaced "mid-September"; the **artist-release gate** appeared for the first time. Two further maps grew from yours: the **end-to-end** one-pager (one QR, one code, one draw) and the **form-to-sheet** plumbing map.
- STILL OPEN

Nothing. Reference documents now; they change only if the campaign does.

03 THE TRACKING SHEET

REFFERALS.XLSX

- YOU MADE

A working list of participants and codes, hand-typed, one tab. It proved the need; it could not have survived draw day.
- SORTED

It became the **live register**: four tabs (READ ME, CODES, PARTICIPANTS, ENTRIES), **100 machine-minted codes preloaded**, the two-rows-per-attendance discipline, voids flagged never deleted, and a VALID ENTRIES counter that must match what the machine announces. The **code generator** mints top-ups and posts them to the sheet through its endpoint; hand-typing is retired for good.
- STILL OPEN

Upload the register to Drive, bind NR_Sheet_Endpoint.gs per its header, paste the /exec URL into the generator, and retire the old sheet.

04 THE LANDING & BOOKING FLOW

LANDING RATIONALE · CALENDAR LINKS · QR

- YOU MADE

The instinct that the way in is a QR to a page, booking by calendar, and that the £500 should stay quiet on the page. That judgement held and is now doctrine.
- SORTED

The page was built: ref-aware share links, the booth photo clean of captions, step 04 now **"Take it with you"** with a no-pressure note. The two competing calendar links resolved into one **/book** route that never changes even if the calendar does. The **QR generator** makes the studio tile and personal per-code tiles. The "Fitting Room" naming risk went to the Chairman; his replies sit on the OS front page, gated until sign-off.
- STILL OPEN

A **fresh appointment schedule under the studio account** as the /book target; the **Google Form** built to the spec in the form-to-sheet map; the **two deployments** per the guardrails, installed on phones; the name discussion concluded. Artist signatures: **confirmed, all in.**

STILL TO DO · THE SHORT LIST

- 1

Calendar: new schedule under the studio account, /book pointed at it, both old links retired.
- 2

Form: built and linked to the register; responses land beside PARTICIPANTS.
- 3

Register: uploaded, endpoint bound, generator wired, old sheet retired.
- 4

Deploy & install: two doors per the guardrails; OS on every team phone via the install guide.
- 5

Diary: chaser email set for 1 September; draw-day dry run in the week before the 15th.
- 6

The Chairman: one-word sign-off on the gated replies; the name discussion closed.

YOU DREW THE LOOP.
NOW WE CLOSE IT TOGETHER.

SIX MOVES ·
THEN DRAW DAY