

Steve Hall <steve@seafaring.com>
To: Darren O'Brien <darren@seafaring.com>
Cc: DJ Doran <dj@seafaring.com>, Bob Bitchin <bob@seafaring.com>
Re: Lost Soul Boarding Pass

March 21, 2012 10:47 AM

The main graphics rotate with each visit. To do rotating every 4 seconds we had been using Flash which made us un-viewable by many devices.

Steve

On Mar 21, 2012, at 12:31 PM, Darren O'Brien wrote:

Thanks, Steve!

Can you add a line to make it read like this:

TOUR THE LOST SOUL - GET A WINDOW STICKER!

We should also create a third Lost Soul page that is the tour schedule.
Let's have the pull down menus read:

Sail The Lost Soul (goes to the "Lost Soul Sails Again")
See The Lost Soul (goes to the schedule page)
Boarding Pass

And yes, creating a new graphic is on the list. As is creating all new graphics. Are the main graphics still rotating every 4 seconds?

- Darren

From: Steve Hall <steve@seafaring.com>
Date: Wed, 21 Mar 2012 09:56:19 -0400
To: Darren O'Brien <darren@seafaring.com>
Cc: DJ Doran <dj@seafaring.com>, Bob Bitchin <bob@seafaring.com>
Subject: Re: Lost Soul Boarding Pass

I have made the changes you requested Darren.. I would suggest that you also make us a new graphic for the front page that I can put in rotation that says something about The Lost Soul is Back and on Tour! I bet that will direct a lot more to that page.

Steve

On Mar 20, 2012, at 10:44 PM, Darren O'Brien wrote:

Hi Steve -

The name/email fields look good. On both my computers, the "old" boarding pass image and "click here" line appears under the email fields for a second and then disappears. Methinks that is not supposed to happen?

Anyway, we need to dress that page up and give people an incentive to enter their info. Attached is a draft of a collector's static window sticker. We should have that and some copy on the page with the email fields. Something like this:

TOUR THE LOST SOUL!

<Window Sticker>

Enter your name/email below to download/print the Lost Soul boarding pass. Present the pass when boarding and receive the Lost Soul Honorary Crew collector's static window sticker pictured above (one per pass while supplies last).

<name/email fields with "Enter you name...">

Make sense? The sticker may change, but let's use this one to have something there until the design is finalized.

Thanks!

- Darren

From: Steve Hall <steve@seafaring.com>
Date: Tue, 20 Mar 2012 20:02:37 -0400
To: Darren O'Brien <darren@seafaring.com>
Cc: DJ Doran <dj@seafaring.com>, Bob Bitchin <bob@seafaring.com>
Subject: Lost Soul Boarding Pass

IHey y'all,

I got the front-end coded for the boarding pass. Now you have to enter a name and email address in order to see the boarding pass. We can see how many actually get printed.

<http://www.latsandatts.com/theLostSoul/boardingpass.php>

Steve

<HonoraryCrewSticker website.jpg>