|  |
| --- |
| **Exhibition Process** |
| **Category** | **To Do** | **Done** |
|  | **6 Weeks Before** |  |
| Artist Liaison | Decide title for the show |  |
| Install | Check if any equipment or materials need to be purchased |  |
| Artist Liaison | Decide on a delivery date for the work |  |
| Paperwork | Send exhibition contract and inventory |  |
| Marketing | Ask the artist to supply images and small statement for press  |  |
|  | **1 Month Before** |
| Marketing | Write press release for upcoming exhibition |  |
| Marketing | Produce flyer / poster  |  |
| Artist Liaison | Ask artist to sign off designs & press release |  |
| Marketing | Promote new show through monthly MailChimp |  |
|  | **3 Weeks Before** |  |
| Marketing | Send out an electronic copy of the press release, images and poster to media list  |  |
| Marketing | Order at Scribes – 25 A4 posters & 250 A6 Flyers = £15 (more if printing budget is bigger) |  |
| Marketing | Post out: 1 poster, press release and flyers (each) to Invite list |  |
| Marketing | Post out invites to artists preview list |  |
| Social Media | Create an event on Facebook and invite friends  |  |
| Social Media | Start promoting on Twitter |  |
| Social Media | Put out an image of the poster on Instagram |  |
| Install | Order any specialist equipment or materials for the exhibition |  |
| Paperwork/Admin | Book gallery volunteers for install |  |
| Paperwork/Admin | Draw up risk assessment for install and show |  |
|  | **2 Weeks Before** |  |
| Artist Liaison | Confirm install date with artist |  |
| Marketing | Add event to websites: City Arts, VHEY, Events In Hull, Culture 24 etc.  |  |
| Paperwork/Admin | Confirm gallery volunteers for install |  |
| Paperwork/Admin | Begin new gallery programme |  |
| Marketing | Email exhibition invite to newsletter people |  |
| Social Media | Add new content to Facebook group – keep suspense  |  |
| Marketing | Confirm any press interviews  |  |
|  | **Install Week** |  |
| Paperwork | Take delivery of work check against inventory  |  |
| Social Media | Facebook, Tweet & Instagram delivery – sneak peak of work |  |
| Paperwork/Admin | Sign contract with artist |  |
| Paperwork/Admin | Brief volunteers (health & safety) |  |
| Install | Fill holes and repaint gallery from previous show |  |
| Install | Mirror plate work if needed |  |
| Install | Hang show |  |
| Install | Paint over mirror plates |  |
| Install | Arrange lighting |  |
| Install | Clean gallery |  |
| Install | Buy refreshments for opening (£50 budget) Red & White wine / Beer / Soft Drinks |  |
| Paperwork/Admin | Once show installed check over previously drawn up risk assessment against installed show |  |
| Paperwork/Admin | Write exhibition information & labels / prices  |  |
| Paperwork/Admin | Make sure we have enough sales sheets printed |  |
| Install | Print & stick up labels |  |
| Paperwork/Admin | Complete new programme & print at least 50 copies |  |
| Paperwork/Admin | Write risk assessment |  |
| Paperwork/Admin | Record visitors at opening and take photographs |  |
| Marketing | Change email signature with new exhibitions on |  |
| Marketing | Update website Change Currently showing, Forthcoming and Archive previous show. |  |
|  | **During**  |  |
| Social Media |  Thank people for attending preview on social media |  |
| Marketing | Continue relationship with press |  |
| Paperwork/Admin | Photograph the show |  |
| Social Media | Continue promoting on social media |  |
| Artist Liaison | Arrange collection of work |  |
|  | **After** |  |
| Paperwork/Admin | Put the exhibition and photos on archive |  |
| Install | Take down the show & package |  |
| Paperwork/Admin | Chase up any sale with Jayne & Claire |  |
| Paperwork/Admin | Record visitors comments & overall numbers |  |
|  |  |  |
|  |  |  |