Event PLANNER

SWINDON OPEN STUDIOS 2024
Celebrating 20 years!

LOCATION ....

DATE ....

4 weeks to go

DATE ....

- ○ Check work to finish / schedule
- ○ Plan your hanging space
- ○ Think about any stand / storage needed
- ○ Update website with event details
  (On an events page & your home page)
- ○ Send newsletter with invitations
- ○ Order any online frames
- ○ ....

3 weeks to go

DATE ....

- ○ Do you need extra lighting?
- ○ Order any giclée prints
- ○ Take to framers
- ○ Check business cards / postcards are up to date
- ○ Check insurance is valid
- ○ ....

Audience

WEBSITE:

- ○ Create a page with all event details
- ○ Add an image with a link from your home page

EMAIL:

- ○ Email your list advance notice / invitations

FACEBOOK:

- ○ Create new banner heading, including details within the image description.
- ○ Create event - link to main website

INSTAGRAM:

- ○ Change bio to include link
- ○ Include within stories
- ○ Create a post talking about what's coming up - what you are creating
- ○ Tag event in your posts
- ○ IN & FB: remind people to join your mailing list for reminder / extra details

2 weeks to go

DATE _____

◯ Order / check & update software on card payment device

1 week before

DATE _____

◯ Title your work
◯ Type and mount price labels
◯ Update and print bio
◯ Paint edges of painting
◯ Labels for reverse side
◯ Print newsletter signup sheet
◯ Photograph all new work
◯ Wrap browser work
◯ Label browser work
◯ Add to Catalogue / List

Audience

WEBSITE:

◯ Write a blog post about new work and share

FACEBOOK:

◯ Do a live video and show people what you are getting ready e.g. focus on a new frame, or talk about one piece you are excited to show

INSTAGRAM:

◯ Teaser in a feed post
◯ Stories share your preparation @ event host so they can share too

2 days before

DATE _____

◯ Check route and parking
◯ Event passes
◯ Send out newsletter reminders
◯ Create a packing list

Social Posts

◯ Facebook
◯ Instagram feed post
◯ Instagram stories

NOTES

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