

Event Planner



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
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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 during the event
- Put posters in your window
- Put posters in local shops
- Put brochures in local shops, pubs, libraries & community meeting places
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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
- Attend the Launch Party

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

- Put outdoor signage in place
- Make cakes if serving refreshments
- If showing work in your home, make sure it's tidy
- Make sure the toilet is clean!

Social Posts

- Facebook
- Instagram feed post
- Instagram stories

NOTES



O during the event

- Don't forget to take photos of your event as it happens.
- Ask visitors to pose with your work or ask them to take pictures of you working
- Keep a track of the number of visitors you have
- Ask visitors for feedback
- Request email addresses for your mailing list
- Keep card racks topped up
- Log your sales

& afterwards

ADMIN:

- Update spreadsheet with sold pieces
- Update sales / income records

EMAIL:

- Email individual thanks and send send images or links to work they were interested in.

WEBSITE:

- Remove links from homepage
- Update any works sold
- Add new work to website / shop
- Write an event review and link to paintings now available

FACEBOOK:

- Revert to different page banner

INSTAGRAM:

- Change bio back to normal

Go on holiday 2 weeks later!

THINGS I'D DO DIFFERENTLY NEXT TIME!