

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
-

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

NOTES



2 weeks to go

DATE

- Order / check & update software on card payment device
- Make or source visitor book or feedback forms

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



O during the event

Don't forget to count your visitors, and ask them for feedback
Don't forget to take photos as you go of your stand, setting up, the open evening.
Ask a fellow stand holder to take photos of you "in action" and offer to do the same.
Take photos of buyers with their new work.
Keep sharing for followers who can't be there!

& afterwards

ADMIN:

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

EMAIL:

- Email individual thanks. Follow up, sending any information requested

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!