

Event Checklist

Note that the following checklist is simply that. All of these items may not apply but it may be helpful to those undertaking an exhibition for the first time or even experienced exhibitors to aid planning and running their event.

Planning your event

- Concept / Theme
- Exhibition title, strapline and supporting description for PR 'copy'
- Visit and plan use of St Mary space – see website Home page for church plan download
- Consider your event budget
- Investigate need for special permits, licenses, insurance, etc.
- Submit proposal to Key Arts – form available [her](#)
- Key Arts Committee Go decision received
- Publicity planning – see website Home page for PR advice
 - Compile mailing list (individuals/businesses)
 - Invite/confirm VIPs
 - Order hold-the-date cards or other event announcement
 - Consider event design re PV invitations, posters, etc.
 - Make list of locations for posters

Getting ready for your event

- Artistic works complete and framed if necessary
- Labels including Title, Medium, Price, Contact Details
- Consider writing out a task list or use this one to manage the time leading up to the event
- Confirm volunteer helpers and availability & schedule volunteer assignments for day of event
- Ensure invigilation slots are filled for the duration of your event
- Format of Private View – casual open or announcement opening
- Consider need for any signage for Church front door, display board, inside church, etc.
- Publicity – start to publicise your event according to your PR plan – see website Home page for PR advice
 - Prepare final copy for invitations, return card, posters and have them printed
 - Put up/distribute posters where required
 - Mail invitations
 - Release press announcements
 - Make follow-up calls to news media for advance and event coverage
- Arrange access to St Mary's with THG to obtain key for duration of event – note £15 deposit required
- Transport works to St Mary's
- Install works
- Install signage

- Consider the viewer's journey from entry to exit
- Arrange food and drink for Private View
- Final walk-through – entry to exit
- List any further items to be brought to the event for the opening

Running your event

- Calm any opening nerves by arriving early!
- Check any sound/light equipment is fully operational
- Brief & check with volunteers to make sure all tasks are covered including emergencies
- Food and drink layout
- Visitor's book on display
- Ensure any VIP speakers are present!
- Run event
- Deliver any immediate thank you's required
- Smile this is YOUR event - congratulations!!

After the event

- Dismantle all signage
- Remove all artworks
- Remove all food and drink
- Return St Mary's key to THG
- Write thank you notes
- Evaluate event with Committee