



Isle of Wight

**Open Studios**

16 – 19 July / South & West Wight  
23 – 26 July / Central, North & East Wight

# Countdown to the event....

*Read this checklist to ensure you are prepared*

## ☑ **MAY: DISTRIBUTION & MEDIA**

**First and foremost, distribute brochures to any outlets that will have them and to friends. Liaise with other studios near you. Decide who is going to target which outlet – don't assume someone else is doing it!!**

Plan any media coverage far ahead. If you want to make a big splash for yourself or your group in a local magazine - such as the Beacon - you'll need to talk to the features editor several months ahead. Offer facts about your Open Studio and some anecdotes or quotes that can be worked into an article. Alternatively, approach your local newspaper a few weeks before the event. Please remember to say you are part of Isle of Wight Open Studios, and details can be found in the brochure or website [www.isleofwightarts.com](http://www.isleofwightarts.com)

***Liaise with other artists in your area to produce a TRAIL MAP (contact Nina on 823813 for help with maps) and consider a group advert, press release and banner for your area.***

## ☑ **JUNE : PLANNING & PUBLICITY**

Make sure you have enough brochures, posters, flyers and bunting. Customise the postcards with your details on the back: use as invitations to a private view if having one. Design your own poster for your Open Studio using the blank posters provided – you can download a blank A4 poster or copy of the standard poster from the website: [www.isleofwightarts.com/downloads](http://www.isleofwightarts.com/downloads)

Select work to exhibit and display, with a variety of sizes and prices to suit all budgets. Be consistent and clear with pricing, and prepare a list or price tickets to display. Get work framed or ready to display, and have a business card done up. Buy or create a visitors book, with space for emails and addresses.

## ☑ **6 WEEKS TO GO . . .**

Top up brochures and distribute postcards to local shops and outlets. Take to 'arty' venues, boutiques, hotels and cafés, pubs and more....

## ☑ **5 WEEKS TO GO . . .**

Probably the earliest to start sending out the brochures or postcards to your customers and friends, with preview invitations (if you are having one).

If you are new to the event, ask a friend or relative to standby to give you a few hours break if needed. If you are in a rural location and expect less visitors, arrange workshops and invite people

along or keep busy working, and give demonstrations.

## ☑ **4 WEEKS TO GO...**

Make a banner if possible, and ensure you have your red bunting ready to display OUTSIDE your studio. This is essential to identify you to visitors. Identify signposts and suitable areas nearby for your customised signs – you can use the blank posters for these. All posters available to print from the website.

## ☑ **3 WEEKS TO GO . . .**

Check that outlets haven't run out of brochures, top up any places you distribute to and tidy the display where possible! Libraries need nudging to keep them in prominently displayed. Prepare a press release and send out two weeks before – the County Press deadline is **Tues** each week; the email is [editor@iwcp.demon.uk](mailto:editor@iwcp.demon.uk). Start cleaning and preparing your venue / studio space. Don't be over-ambitious, and limit to one or two rooms, making use of hallways and landings. Plan your exhibition and sort through sketchbooks to display.

## ☑ **1 WEEK TO GO . . .**

If you have any brochures left, take them to hotels, B&Bs, restaurants and upmarket pubs. Put up more posters locally. Start displaying your work now and setting up – it is a time consuming job. Cover / laminate posters for outdoor use (Nina can help with this) and prepare signs to sign post the way to your venue, with wire for signposts

## ☑ **THE DAY BEFORE . . .**

Bunting goes up. Put out direction arrows / signs, posters on lampposts / fences/ pylons **THE MORNING OF THE EVENT.** You are permitted to do so by IWC only for the duration of the event, then they must all come down or you can be fined. **NOT** at roundabouts or highways, unless you gain individual permissions

## ☑ **THE DAY AFTER . . .**

***Remove all posters and arrows. Essential!***

## ☑ **LATER...**

Please fill in an artists' feedback form, so we can find out how you did. Give out more Directories, especially if you are participating in Christmas Open Studios.

**DISTRIBUTE BROCHURES / POSTERS / POSTCARDS TO:**

- Upmarket pubs, cafes, restaurants
- Local notice boards
- Community Centres

- Boutiques
- Gift Shops
- County shows & fairs
- Civic offices / Parish Councils (local councillors)
- Museums
- Hotels, B&Bs

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- Upmarket pubs, cafes, restaurants
- Local notice boards
- Community Centres
- Post offices/village stores
- Art and craft materials shops
- Picture framers
- Art Galleries (NB *some may not be willing*)

- Boutiques
  - Gift Shops
  - County shows & fairs
  - Civic offices / Parish Councils (try to make sure local councillors receive a copy)
  - Hotels, B&Bs
  - Museums
  - Friends (posters in cars / properties)
- N.B. Libraries and Tourist Information Centres are covered, but it's always worth checking that they are displaying them and haven't run out.

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