



Workbook

Gallery Exhibition Planning

Planner for sales and marketing messages



This guide will help you create more structure in planning your exhibitions to optimize the experience for your artists, staff, and clients. Planning exceptional shows can be a source of stress which takes some of the fun out of this rewarding aspect of gallery management.

EXHIBITION PLANNER WORKSHEET

Use the exhibition planner to define your goals for the show. Your goals encompass many things beyond sales and giving your artists an opportunity for their work to be seen. Summarize the show's theme that drives your curation and particularly how the show is relevant to your buyers. List the artists and the number of works they have agreed to provide.

You can outline your talking points for sales and marketing messages on the planner page. The exhibition talking points should include the essential information you want to share with your clients. Creating these in the early planning stages enables you to use them in many ways, such as:

- Each point acts as a conversation starter and helps steer a sales conversation with a new prospect, especially when paired with open-ended questions.
- The talking point documents will also serve as a training tool for new gallery sales associates.
- They can feed marketing messages for each artist and exhibitions, such as social media captions and featured artist materials on the salon screens and website.
- The talking points can be included on sales sheets accompanying sale documentation, which helps your clients speak about their new artwork accurately and intelligently.

PLANNING TIMELINES

There are two timelines – one for in-person shows and one for online-only exhibitions. They are very similar, but I tried to include elements that might be specific to the environment. These timelines should illustrate how helpful early planning is to presales and your sanity. The earlier you get organized, and start creating sales and marketing tools, the more time you can focus on selling the show.

RUN OF SHOW WORKSHEET

Lastly, I have included a worksheet to outline a run of shows for in-person events or online artist talks. With this worksheet, you can note all the resources involved, such as catering or live performers and staff. You can also outline a timetable for activities like set-up details, artist briefings, guest arrivals, introductions, artist speeches, and closing. This one-page document could be helpful if things get chaotic on event night. It is flexible, so you can make it work for your needs and situation.

Exhibition Planner

PAGE ____ OF ____

TITLE _____

DATE: _____

GOALS:

DESCRIPTION:

ARTISTS INCLUDED & NUMBER OF WORKS EACH:

TALKING POINT:

Summary:

TALKING POINT:

Summary:

TALKING POINT:

Summary:

TALKING POINT:

Summary:

TALKING POINT:

Summary:

TALKING POINT:

Summary:



In Gallery Exhibition Timeline

THREE MONTHS

- Plan the exhibition theme.
- Identify artists.
- Draft your exhibition sales and marketing talking points.

TWO MONTHS

- Get artists' commitment and set expectations for each other's obligations.
- Begin collecting images and drafting exhibition copy for the website.
- Create an RSVP show tag for contacts.

SIX WEEKS

- Create an RSVP form and Add to Calendar link.
- Create a Thank You page that links to any additional information or next steps, if any.
- Post the show on the website's exhibition page with basic information and RSVP.
- Send artists questions to get their perspective on the artwork and show theme to use for sales and marketing. Request photos, videos, and other digital assets that could help you tell the exhibition story.
- Send a Save the Date email to clients and prospects of your whole mailing list.
- Save the date post on social media.
- Add a link to the exhibition page on your Linktree page.

FOUR WEEKS

- Send Gallery Perspective email newsletter.
- Begin developing a Private Viewing Room – optional for out-of-town sales leads. Including a registration, requirement enables you to qualify early leads.
- Pull a list of Hot Leads from CRM using contact tags and segments. Please keep track of early RSVPs, as they are hot leads.
- Post on social media about the gallery's perspective (multiple posts)
- Postcard invitation at reception for gallery walk-ins
- Provide talking points document to sales staff so they have time to learn it and use it for their sales conversations.

THREE WEEKS

- Send Artist Perspective email newsletter.
- Update the exhibition page with new information to tell the show's story. This is where prospective buyers will go to learn more.
- Begin reaching out to Hot Leads personally.
- Post the artist's perspective on social media (multiple posts)

ONE-TWO WEEKS

- Send an official invitation.
- Continue working on hot leads to presell pieces or put pieces on hold.
- Set up appointments for those who can't attend the opening event.
- Continue to post on social media to tease and entice.

DURING THE EXHIBITION RUN

- Make the viewing room live for all by removing the registration.
- Have artists promote the show with their network via email and social media profiles.
- Promote supporting events and materials (videos, blog posts, artist talks online, virtual tours, Instagram takeovers, etc.)
- Increase social media exhibition-focused posting.
- Create urgency by posting sold pieces on social and in newsletters.
- Continue to follow up with sales leads.

AFTER THE SHOW CLOSES

- Ship art and send buyers package with the invoice, COA, Artist bio and gallery brochure, information about a referral program, and business cards.
- Send handwritten thank you notes to buyers and follow up.
- Ask your buyers for referrals, testimonials, and images of the work installed to post on social media and exhibition page.
- Pay your artists.
- Remove from your Linktree page.
- Show installation images from happy buyers on the exhibition page and social media.
- Feature remaining works on your website and social media.
- Run a post-event analysis to capture key metrics, what went well, and lessons learned.



Online Exhibition Timeline

THREE MONTHS

- Plan exhibition theme
- Identify artists to participate
- Plan supporting events to drive traffic to the show online

TWO MONTHS

- Get artists' commitment and set expectations for each other's obligations.
- Begin collecting images (don't forget detail shots and photos with another object for context of size)
- Shoot video of artists or gallery staff discussing the individual works and show theme to use online.
- Post primary exhibition copy for the gallery website so visitors can see what is coming.
- Create sales lead tags for your contact management system and sales pipeline.

SIX WEEKS

- Post the show on the website's exhibition page with basic information.
- Create a registration-only viewing room for presales and lead generation.
- Create a Thank You page that links to any additional information or next steps, if any.
- Send artists questions about their perspective on the work and show theme to create sales talking points. If work is still being made, request photos and video of the process for sales and marketing.

FOUR WEEKS

- Send Gallery Perspective email newsletter.
- Make the Private Viewing Room live for presells and VIP clients.
- Begin advance sales by pulling a list of Hot Leads from your CRM and begin personalized marketing to them.
- Post on social media about the gallery's perspective.

THREE WEEKS

- Send Artist Perspective email newsletter.
- Add to the exhibition page new information to tell the show's story. This is where prospective buyers will go to learn more.
- Begin reaching out to Hot leads personally.
- Post artist's perspective on social media.

ONE-TWO WEEKS

- Send an official invitation.
- Continue working on hot leads to presell pieces or put pieces on hold.
- Set up appointments for those who can't attend the opening event.
- Continue to post on social media to tease and entice. Consider boosting a least one post about the show.
- Add a link to the exhibition page to Linktree page.
- Post and promote the show on third-party online art marketplaces you use.

DURING THE EXHIBITION RUN

- Make the viewing room live for everyone by removing the registration to make the exhibition accessible to all.
- Have artists promote the exhibition to their collector list via email and social media profiles and link to the gallery's exhibition page or viewing.
- Promote supporting events and materials (videos, blog posts, artist talks online, virtual tours, Instagram takeovers, etc.)
- Increase social media exhibition-focused posting and boost at least one post weekly regarding the exhibition.
- Create urgency by posting sold pieces on social and in newsletters.
- Continue to follow up with sales leads.

AFTER THE SHOW CLOSES

- Prepare for shipping and email your client the estimated delivery date and tracking number.
- Include with the art an acquisition packet that contains the Certificate of Authenticity, a copy of the sales invoice or receipt, a printout of the artist's bio, and other information about the artwork, such as the sales sheet. You may also want to include information regarding care and installation instructions.
- Send handwritten thank you notes to buyers and follow up after they have received the artwork.
- Ask for referrals and testimonials.
- Pay your artists.
- Remove from Linktree page.
- Show installation images from happy buyers on the exhibition page and social media.
- Feature remaining works on your website and social media.
- Run a post-event analysis to capture key metrics, what went well, and lessons learned.
- Follow new clients on social media to continue to build relationships.

EXHIBITION PLANNER

TITLE _____

DATE: _____

Resources:

Notes:

Activity 1:
Summary:

Activity 2:
Summary:

Activity 3:
Summary:

Activity 4:
Summary:

Activity 5:
Summary:

Activity 6:
Summary:

Thank you

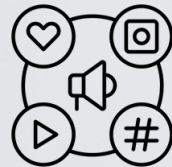


NEED PERSONALIZED HELP?

I know you face new challenges every day that might be unique to your gallery business. If you feel working together one-on-one would benefit you in overcoming some of those challenges, I invite you to explore my Art Gallery Business Advisory Services.

Programs

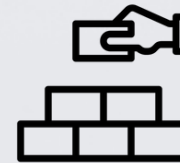
**MARKETING PLAN
AND
INFRASTRUCTURE**



**SALES PROCESS
DEVELOPMENT**



**GALLERY BUSINESS
FOUNDATIONS**



Sessions are tailored to your needs and goals.

Go to GalleryFuel.com to learn more about the advisory services programs and schedule a call to see if we are a good fit.

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