

Color & Light Society

Art Show Event Planning Guidelines

A guide for organizing and managing Color & Light art exhibitions

1. Overview of the Show Chairperson Role

The Show Chairperson oversees planning, organization, and execution of Color & Light art shows. The chairperson works with artists, venues, and marketing partners to ensure a smooth and successful exhibition.

Responsibilities include:

- Coordinating with the venue
- Organizing artist participation
- Managing logistics and supplies
- Scheduling volunteers
- Coordinating marketing efforts
- Overseeing setup and teardown
- Managing art listings, and sales

This kit provides the step-by-step process and tools needed to successfully manage an event.

2. Event Planning Timeline

Timeline may fluctuate depending on venue availability

6-8 Months Before Event

- Secure venue and confirm availability
 - Available date/time for the event and reception if included
 - Determine if space rental, artist fees and/or commissions are required
 - wall/3d display space available
 - Demo/activity space available if required
 - Parking availability (and if arrangements with the Town are needed)
 - Equipment provided/needed included tables, chairs for demos and checkout
 - Note: an in-person walkthrough is important to determine flow of event (where attendees will enter, art display locations, checkout location, where attendees will exit, and parking).
- Set event dates and times
- Determine if food, entertainment, or special activities if necessary
- Distribute sign-up sheets for participants and member volunteer assignments at a C&L meeting and follow up with email to all members to give all members an opportunity to sign up

2–3 Months Before Event

- Confirm participants and volunteer assignments by email
- Provide event information to the Marketing Committee
- Begin supply inventory

1 Month Before Event

- Touch base with venue to finalize details (parking, setup, teardown). Note: if reserved parking is required work with the venue and/or Town administration to secure needed spaces.
- Collect artwork information from artists
- Create artwork master list in Excel spreadsheet (see attached Show Document for reference)

- Add volunteers and shift assignments in Excel spreadsheet (see attached Show Document for reference)
- Confirm supplies and equipment needed and responsible parties add to Excel spreadsheet (see attached Show Document for reference)

3 Weeks Before Event

- Finalize Show Document and Site Map and send to participants to confirm
 - Show document should include:
 - All details (event and reception date/time/address of venue)
 - Artist list with artwork details
 - Assignment Schedule (equipment pickup/delivery, setup, hanging, who is working shifts if required, payment processing team, retrieval/wrapping team, demo times/details)
 - Supply list and responsible party for pickup/return
 - Site map if required (Google map of venue and parking marked with setup and parking locations). Note: site map is usually only needed for larger event spaces.

2 Weeks Before Event

- Provide artwork list from the Show Document to Treasurer, Linda Talton, to put in Square, and arrange to get keys for storage to the team picking up supplies.

1 Week Before Event

- The Show Chairperson should touch base with the venue to confirm details and to provide their phone number. Note: for a larger event, the site map should also be provided to the venue rep.
- Print Day of Checklist and Show Document (take both with you to the event)

1 Day Before Event

- Send a reminder email to the participants with the Show Document for reference.

Day of Event

- Follow Day of Checklist to aid in smooth event flow including the following:
- Setup (panels, pedestals, tables, chairs, signage, checkout area, demo stations)

- Check in each artist, accept artwork and labels in envelopes with artist's name written on it (provide to the hanging team)
- Hang artwork
- Test payment system
- Sales and demonstrations during the event
- Take photos and video at the event

After Event

- Teardown
- Return equipment
- Process final sales
- Verbally thank the Venue reps and ask for feedback on the event
- Thank the participants

Event Follow Up

- Send thank you note to the venue rep
 - Ensure treasurer has receipts and sales records
 - Send event evaluation sheets to acquire feedback from the participants
 - Show Chairperson should also document the feedback from the venue as well as their own evaluation.
 - Report outcomes to the membership at the next C&L meeting (attendance, sales, feedback from venue, participants as well as the Show Chairperson's own input)
 - Notify treasurer, Linda Talton, if any supplies are needed to be restocked
 - Provide event photos and video to the marketing team
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