

■ MARCH / APRIL

If you want to make a big splash for yourself or your group in an “arty” or glossy county magazine that only comes out monthly, you’ll need to talk to the features editor several months ahead. Offer the editor a choice of photos of your work, and a text containing a CV, some anecdotes, or quotes that can be worked into an article. Or approach your local newspaper a few weeks before the event. Please remember to say you are part of Hampshire Open Studios.

■ MAY

You’ll receive a proof of your entry which we want you to check carefully, writing out any corrections or alterations very clearly. Look especially at the spelling of your name and address, and the days you are open. Even though these will have been proof read, its very easy to let mistakes slip through. You’ll also receive a list of co-ordinators.

■ MID JUNE

Collect Guides (140 – 280), posters/flyers, postcards, direction signs, banners, Artist Feedback sheets from your nearest co-ordinator, plus useful advice!

■ 6 WEEKS TO GO . . .

Start distributing flyers to local shops etc. Check that the nearest Tourist Information Centre has been given flyers and Guides.

■ 5 WEEKS TO GO . . .

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

Get the postage right or recipients have to pay extra! Check a sample mailout on Post Office scales.

Try to liase with other venues near you.

*Decide who is going to target which outlet – **don’t assume someone else is doing it!!***

Don’t pile up a lot of Guides at your venue – they should be out there attracting the public to you.

■ 3 WEEKS TO GO . . .

Check that the above outlets haven’t run out, and tidy the display. **Tourist Information Centres seem to run out fast.**

■ 1 WEEK TO GO . . .

If you have any Guides left, take them to posh hotels, antique fairs, B & Bs, restaurants and upmarket pubs. Put up more posters locally, Start “hanging” – it is a time consuming job.

■ THE DAY BEFORE . . .

Put up direction arrows at both ends of your road if possible, not at roundabouts. Do not obscure any street signs. Your local authority may be strict about “flyposting” rules. Fines can be issued for flouting rules, especially in Soton City and Eastleigh Borough.

■ THE EVENT . . .

If you are new to the event, try to have a break and/or visit other venues. Being a host is quite tiring. Arrange for a friend to look after your exhibition for at least half a day so that you can escape.

■ THE DAY AFTER . . .

Remove all posters and arrows. Essential!

■ LATER...

Keep a few spare Guides for reference or to give away. Brace yourself for filling in an artists’ feedback form, so we can find out how you did.

Distribute posters, flyers and Guides to:

Tourist Information Centres
(they need lots of Guides – but not all at once – visit occasionally, and tidy the display)
Libraries (except mobiles – request from HCC)
Local noticeboards

Community Centres
Smaller post offices/village stores
Art and craft materials shops
Picture framers
Public art galleries & private art galleries (some may not be willing)
Museums

Art schools
Colleges/institutes/schools with an art department
County shows & Antiques fairs
Civic offices (try to make sure local councillors receive a copy)
Pubs, Hotels, B & Bs