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Event Management Marketing Plan



*Art Shows at the Mills International
Center and Cultural Forum Galleries*

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Part I: Introduction

The present plan was designed to enhance marketing strategies and tactics for the Winter Art Show in the Mills International Center Gallery. It works as an exercise to the Cultural Marketing course and was designed with the support of other people involved with the project. Complimentary information and materials are posted in my academic-professional blog to illustrate some of the steps described in this assignment. This plan provides description for tactics, development and implementation of a marketing plan to provide the best product for the community and support participating artists in the MIC. The Mills International Center has a history of hosting cultural activities including art shows, although at this moment, it established the organization of art shows on a term basis as a strategy to cultivate the public and a new space for the art in the local scenario.

The Mills International Center already promotes cultural activities involving different media and projects. The Cultural Product I deal with in the MIC and Cultural Forum is primarily Visual Art Works (paintings, videos, photography, sculptures, music, partners...)

Mills Gallery Mission Statement

The Mills International Center Gallery will promote community based art shows related to the care and understanding of the Mills International Center objectives to provide a cultural, educational and recreational resource for university and local community through diversity and the arts. The gallery embraces the philosophy of cultural access for all and will endeavour to provide engaging, enjoyable and inspirational learning and recreational opportunities for local people and visitors that are sympathetic to the international cultural perspectives

Goals

Immediate Objectives

Create exhibitions that are enjoyable, inspirational and offer stimulating learning opportunities.

Long range goals related to Marketing goals

- Engage visitors through innovative interpretation methods that help relate the exhibitions to their lives.
- Produce exhibitions that encourage repeated visits by our existing audiences and to develop new audiences in line with the Mills Center's mission and commitment to 'social inclusion' and 'community development'.
- To work in partnership with other bodies to contribute to the Mill's cultural strategy.
- Generate or commission exhibitions that include university staff, scholars and local artists as a way of supporting their development and collaborating with their interaction.
- Work to best practice standards in conservation and security within the gallery environment.
- Invest on marketing strategies to support artists and the gallery.

Some Challenges and Marketing Objectives

- Motivate artists to develop their marketing strategies, supporting and advertising their works.

- Stimulate artists to take advantage of their show to make a continuous marketing, while the show is on display.
- Create relation (earn space, visibility) with local media (Register Guard, Eugene Weekly, Daily Emerald)
- Make public know the quality of the product by orienting potential consumers through educational programs, artists talks and etc.
- Find alternative ways to raise funds for events, artists support and /indirect/ product creating.
- Cultivate public through trust and events to launch new products, events, artists.

Risks

- The product is sold according to the recognition of the organization that is selling it because it serves as a reference for the public that does not know the product
- The artists may loose motivation due to minimal chances to make a profit from their investments
- Experimental innovations must take part on different events to create public expectations. The experiments not always can be pre tested.

How do marketing objectives relate to previous marketing strategies and outcomes?

When the gallery first emerged as an exhibit space it only served as a display space to attend a local demand, primarily directed to the university community. After Sonja Rasmussen decided to hire me as exhibit curator, her plan was to share the responsibility that was managed by other staff members and to improve the project.

Now, by the time of the second art show promoted by me with the staff and community support, I developed a marketing strategy and a mission statement for the space (related to the Mills Center Mission), we saw an increase in attendance by the local community that come to the space to enjoy the art works.

Part II: Research

Demographics of the Lane County area

The MIC constituents reside in the Eugene/Springfield area with an emphasis for on-campus area, considering that most of them are international students who use the space for meetings, study and relaxation space. Other community members come to the MIC to participate in specific programs offered for the community and to attend the opening receptions of the art shows

According to 2010 revised Census (2010) data, the Lane County area has a population of 346,560. With an older community mostly composed by white people. The Hispanics comprising the largest minority group (6.4%), followed by Asians (2.9%), black persons (1.1%) and American Indians (1.9%). The population is evenly split between males and females. With educated population of high school graduates of 87.5%. According to MNCH marketing plan (2005):

Although Eugene/Springfield residents are well educated, their median household income (\$33,360) and median family income (\$47,977) are well below the national averages (Census 2002 website).

How do people find out about the MIC art shows?

Most people find out about the MIC through friends, family and artists, by word of mouth, e-mail invitation and newspaper ads.

Part III: Scheme

What strategic marketing activities do you plan to implement and how will you lower perceptions of risk associated with your product or event?

To implement the marketing activities for the Winter and the Spring Art Shows of 2010 we aim to:

- Improve connections with local media (Register Guard, Eugene weekly and radio stations) by a continuous information flux, following the standards required by each of them (press release delivered at least three weeks before the event, images in good size and quality, appropriate information about the event with dates, cause, places, information materials, contact information, etc)
- Hire a visual arts' assistant to implement strategies for the Spring Art show and following ones.
- Print “cup jackets” with the art show advertisement (to go at the Buzz Café and other on-campus coffee shops)
- Adopt the bookmark format for flyers in order to stimulate the audience to keep the promotional material instead of throwing it away.
- Distribute flyers and posters around campus and town:
 - Personal delivery is the effective way to gather people and friends to the event
 - Also invite community leaders and other representatives
 - Use flyers for personal promotion and cultural promotion for the benefit of our community
 - Some of the Flyers may be also be delivered at Art galleries, museums, cultural centers, preferred spaces where we may find people interested on the event
 - Take advantage of the first and last Friday Art walks
- Expand relations with art schools with special attention to the art department at the University of Oregon. Include students and staff e-mail contacts in the mail list.
- Expand mailing list by keeping a guest book at the MIC, by using Facebook contacts and the MIC listserve.
- Invest on continuing marketing.

- Keep the service of an EMCEE to promote details about the show in the opening reception.
- Keep the partnership with the language circles to promote the artists' talk in Spanish and Portuguese as one of our integrated activities.

Opening reception planning meeting agenda for artists and performers:

The present agenda was used in the planning meetings with artists and performers.

To talk about the objectives: personal presentations, performances, the schedules, marketing, Masters of ceremonies (MC)...

Suggest **personal presentation** (name, country, art form, cultural program involved)

What will we discuss?

The mission of the space as a community art show facilitator.

The galleries' tour and the types of works it supports.

How we may bring the Eugene community to our event?

The support we have.

Hints for Performances

Enthusiasm & seduction (The seduction of art & the art of seduction)

Personal marketing

After Each Performance the artists may introduce themselves or leave that task to the MC

High quality to reach credibility within the public and community

Dancers

Must surprise and interact with the audience with body and soul (use body languages and eye contact)

Other dancers may help opening space with discrete performances while soloist perform their country dance

Preferably perform unexpectedly

After each dance performance the MC or the dancer may introduce their name, country and dance type.

Schedule suggestion

Strategically designed as a mix of suggestion and art direction

May be changed within better strategy

Marketing

Opportunity to Promote Cultural event and to promote our personal products (art works and art expressions), groups and programs

Deliver the Flyers and posters to promote the opening reception and talk about strategies to use them, such as:

Places to post:

Art galleries, museums, cultural centers

- Preferred spaces where we may find people interested on the event) Print more flyers and less posters and invest more on personal invitations (friends, family, neighbors, clients, possible investors and partners, community and political leaders and representatives);

- on the presentation day take advantage of the moment to announce personal projects and programs/products (create/ promote /announce /offer free and paid workshops, events, private classes)

- develop other strategies together;

- photograph / videograph meetings and events;

Flyers

Personal delivery is the effective way to gather people and friends to the event

Also invite community leaders and other representatives

Use flyers for personal promotion and cultural promotion for the benefit of our community

Some of the Flyers may be also be delivered at Art galleries, museums, cultural centers, preferred spaces where we may find people interested on the event

Take advantage of the first and last Friday Art walks

Language Circles

Artists' talk on Language Circles, a partnership

Create and perform a short ad with multilingual dialogue and public invitation

Masters of Ceremonies

Suggest names and choose from volunteers (Aia, Mirreille, Samir, Jessyca, Boloorma?)

MC might acknowledge partners, public and presenters

Must involve the public with enthusiasm and seduction

Must present the performances at the right time

Must...

Suggested schedule for performers

The present schedule was followed almost on its integrity.

6 PM	MC call for event, art show, sign book of guests
6:10 - 6:25P M	Shiva sing
6:25	MC Open ceremony, introduce artists on the audience, talk about their works and photography for sale in different sizes
6:35 - 6:45 PM	Samuel & Jessica dance & music
6:50 – 6:55 PM	Ratana sing
6:55 - 7 PM	MC
7:05 – 7:15 PM	Titu Music Bangladesh
7:20 – 7.50 PM	Samuel music
8:05 – 8:10 PM	Pat Dance
8:10 - 8:15 PM	Mireille "Misenga Makambo" Dance from Congo
8:15- 8:20 pm	Samir Drums
8:20 – 8:25 PM	Alejandro Language Circles' performance
8: 25 - 8:30 PM	Tulepbergenova Aigerim (Aia) Dance is "Kamajai" from Kazakhstan
	MC, sign book of guests, acknowledges, talk about their works and photography for sale in different sizes
8:35 - 8:45 PM	Kellen Hawaiian music
	MC Close ceremony, acknowledgments, talk about ICSP

Part IV: Implementation

(Colbert, Nantel, & Bilodeau, 2007) *The marketing plan lists the operational aspects that will help the company reach its objectives.*

Time line of Events

Date	Action Item
November 1, 2009	Request for ICSP's Artists and Talents Prepare planning meeting agenda and goals to discuss with artists and performers
	Share an artists' contact list with e-mails and web sites to artists know one another before the meeting
	Review forms, "letter of commitment", gallery mandate statement to bring a copy and send to the artists
	Bring form copies and inform they will be sent by e-mail
December 1, 2009	Ask the artists' participation and collaboration in advertising the event (help contacting people, media, donating money for printed materials...)
	Send some notes about the minutes for the opening reception Planning Meeting before the meeting
December 3, 2009	Decide on the design for <i>Winter Blues, and greens, yellows, reds...</i> Flyer and poster production. Sho Ito will draft the information material
January 3, 2010	Present marketing material designs to staff members
January 4, 2010	Have new printed marketing materials in office
January 6, 2010	Help event coordinators to write grant proposal USBank
January 5, 2010	Begin advertising <i>Winter Blues art show</i> with new marketing materials
January 7, 2010	Prepare blog components with art show digital invitation, twitter and facebook page
January 8, 2010	Advertise on the First Friday Walk
January 15, 2010	Request ladder to hang up Art Works
January 16, 2010	Hang up Art Works

January 17, 2010	Advertise art show with e-mails Check list for Opening Reception: Reserve standards to posters and signals (arrows) indicating the MIC
January 18, 2010	Photographer Videographer Talk to ISA coordinator
January 22, 2010	Opening Reception <i>Winter Blues, and greens, yellows, reds...</i>
January 25, 2010	Art Talk Spanish and Portuguese Language Circles
January 27	Send artists e-mail emphasizing the importance of continuing marketing
February 27	Send artists e-mail to schedule art works take down
March 17	End of the Exhibition
March 22-28	Spring Break art work removal possible dates to schedule

Project Budget

Details such as catering service and sound system request forms, technological resources, communications aids/ information material are attached to my blog (Tavares, 2010).

<i>Revenue Sources</i>	
MIC + Staff time for event mgnt	\$330. + staff worked hours
Cultural Forum	\$280.
U.S. Bank Student Event	\$50.
Sponsorship Fund	
<i>Projected Revenue</i>	\$660.
<i>Project Expenses</i>	
Art Exhibit and Reception (sound equipment, food, supplies)	\$350. + staff worked hours
Printing – Posters, Flyers, Brochures	\$280.
<i>Total Event Costs</i>	\$630.

Revenue Sources

Mills International Center: ASUO (committed)
Cultural Forum

Part V: Evaluation Plan

How are you measuring the results of the actions/strategies taken?

- By creating a “monkey survey” (online) evaluation about the details of the opening reception and art show and discussing these details with the staff in the Mills weekly meeting and with participating artists. <http://www.surveymonkey.com/s/B6N35MR>
- By creating a “monkey survey” (online) and a paper survey about the use of the MIC and the art show. <http://www.surveymonkey.com/s/HJFQTHS>
- By creating a “monkey survey” (online) evaluation and discussing about its details with the staff in the Mills weekly meeting and with participating artists.
- By counting the number of people attending the event. Ex.: from the first art show in fall, about 45 people attended the event. On the Winter show there were 107 people.
- By collecting testimonies, suggestions and critique of people who attended the events.
- Analyses for the Schedule for performances. We noticed that in this case it is better to use approximate times to avoid anxiety on time for presentations. Also, the number of performers was excessive and distracted the audience from appreciating the art works.

References

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