

**ART BUILDS
BUSINESS
BUILDS
ART MINI
WORKSHOP
LOGISTICS**

Getting Started Overview

Logistics Overview

Hosting an Art Builds Business Builds Art Mini-Workshop for your community is a first step toward raising the value of art and creativity in your town. ABBBA can help you explore how creativity, innovation, and the arts can build new connections in your community and expand your local economy. We've designed a 2-hour free, public event that you can easily host with local partners. Allow 6-8 weeks for planning and advertising.

Community Partners

Identify and connect with community partners. These can be anyone in your community with a stake in the local economy. Think local government, tourism, chamber of commerce, educators, active community members.

Exercise Leaders

The ABBBA Mini-Workshop requires a minimum of:

1 Exercise Leader - Leads exercises and is responsible for most of the speaking. More than one person can have a speaking role.

and 3 Exercise Assistants - Help set-up, manage event registration, refreshments, assist with group exercises, surveys, and clean up.

Event Space

Secure an event space appropriate for a public meeting. You will need chairs (and tables if possible), projector and screen (or light colored wall), and sound system if room requires. Room should be set up with tables/chairs for up to 10 per table OR lecture style with room to separate into groups of up to 10 (chairs in circles).

ADVERTISE!

We have created all marketing materials for you, all you need to do is customize and distribute. Hang flyers in high pedestrian traffic areas, submit a press release to local news papers, create a Facebook event, and send out invitations to everyone on your mailing list as well as your community partners' mailing lists.

Refreshments

We recommend working with one or more of your local restaurant or food businesses to provide food. This is a great way to give some advertising to your local creative chefs and cooks! If you have the budget to pay them, pay them! If you can work out a reduced price in exchange for sponsorship of the event, try that. Put their logo on your materials, promote them on social media, add logo and weblink to your event registration page. If none of that is possible, buy some chips and cookies! You want people to stay nourished and happy at your event.

Registration

Use Facebook events to register people for your event so that you can plan for enough chairs, snacks, and printed materials. This will also allow you to boost your social media presence. ** If you have time and resources, print name tags for the people who registered online. Otherwise make sure you have blank name tags and markers for people when they arrive. Don't skip this step - name tags really helps shy and forgetful people make friends!

Workshop Prep Time Line - Getting Started

Start the planning process about 8 weeks before you wish to host your mini-workshop. Start by identifying and securing community partners, identifying your workshop leadership team, determining where/when you want to have your event, and deciding where you want to obtain refreshments from. After your community partners and workshop leadership team are decided. Plan to have a meeting to iron out the other details as soon as possible, schedule another meeting about 1 week prior to the event, and then a wrap-up meeting about about 1 week after the event. This form will help guide you through the process. Each team member should have a copy of the Leader Guide and it should be filled in during the three meetings.

Community Partners

Identify Workshop Leadership Team

Workshop Leader 1: _____

Workshop Leader 2: _____

Workshop Assistant 1: _____

Workshop Assistant 2: _____

Workshop Assistant 3: _____

Person in charge of refreshments: _____

Printing Leader: _____

Survey Leader: _____

Marketing Leader: _____

*Review Marketing Strategy (next page) before assigning role

Finalize Workshop Location, Date, & Time

Location: _____

Date: _____ Time: _____

Set Pre-Event, and Wrap-Up meeting Location, Date, & Time

Location: _____

Date: _____ Time: _____

Location: _____

Date: _____ Time: _____

Workshop Goals

- 1.) Generate publicity for local creative community.
- 2.) Connect artist and business people better
- 3.) Develop community partner relationships
- 4.) Assess community interest in AIR programs
- 5.) _____
- 6.) _____

Secure Workshop Refreshments

Local Refreshment Sponsor: _____

We have digital materials for social media advertising for our sponsor

Workshop Prep Time Line - Marketing Strategy

Once you have secured your community partners, leadership team, location, date, time, & refreshments, you will need to implement a marketing strategy. Marketing will need to start about 6 weeks before the event. The following check list will help you identify marketing strategies which will help ensure your event is well attended. Marketing Leader will delegate tasks as appropriate.

Marketing Strategy - 6 Weeks Out

- Customize the event flier with your details and logos
- Share fliers with all event partners and sponsors.
- Hang event fliers in high traffic locations Ex: local business windows (with permission), community bulletin boards, libraries.
- Customize newsletter template & run in newsletters of all partners
- Customize press release template, on letterhead if possible, and submit via email to local news outlets & community calendars
- Create social media schedule, create Facebook even page, and announce event on Facebook
- Announce on websites of all community partners
- Create a Facebook event (Social Media art provided)

Marketing Strategy - Weekly

- Replenish event fliers as needed
- Make weekly social media post to build and maintain excitement
- Make weekly social media posts to thank sponsors and partners
- Run newsletters again if applicable

Re-submit press releases at:

- 4 weeks out
- 2 weeks out
- Contact news outlets about covering the event the day of the workshop

Notes:

Workshop Prep Time Line - Finalizing Details

About 1 week prior to the event, meet with the leadership team to finalize details. Confirm that all leadership team members are still able to fulfill their roles, confirm event space and refreshment order, make a plan for printing materials. Discuss reports on RSVP's and marketing. Finally, identify next steps and ensure everyone knows which tasks they are responsible for. "Finalizing Details" and "Hosting ABBBA" (this page and the next page) will help guide you. Leadership Team should complete a practice run of the workshop slide presentation and confirm everyone understands how to run the exercises.

Confirm Workshop Leadership Team & Review Roles

Workshop Leader 1: _____ Workshop Leader 2: _____

Workshop Assistant 1: _____ Workshop Assistant 2: _____

Workshop Assistant 3: _____ Person in charge of Printing: _____

Survey Leader: _____

Confirm Workshop Location Reservation

Location: _____ Date: _____ Time: _____

Responsible person for task: _____

Update Community Specific Slides

- Your Community Slide (see page 22 for more information)
- Next Steps Slide (see page 34 for more information)

Confirm Workshop Refreshments

_____ will confirm refreshments order on _____, and
will pickup/ensure delivery on _____. _____ will purchase any additional
supplies (cups, napkins etc.) on _____ and will ensure their arrival to the workshop.

Printing

- Sign-in Sheet
- Name Tags
- Handout (Print 1 Per Participant - Front & Back)
- Who Are We? Placards (Print 1 Set)
- Survey (Print/Cut 1 Per Participant)
- Optional: Brochures (Print 1 Per Participant - Front & Back)
- ABBBA Leader Guide (Print 1 for each member of the leadership team and community partners)

Workshop Prep Time Line - Hosting ABBBA

Workshop Logistics - Day Of

_____ will ensure the event space is open at _____ m.

Exercise Assistants will arrive at _____ m to begin set up (1 Hour Prior to start time).

Person in charge of sign-in table: _____

Sign-In Table will need to be set up 30 minutes prior to start time and will need to be managed until all participants arrive. Ensure each participant signs in, and receives a handout and name tag. Sign-in Table will need:

- Sign-In Sheet
- Name Tags
- Hand-out
- Brochures
- Pens & Markers

Person in charge of refreshment table: _____

Refreshment Table should also be set up 30 minutes prior to start time and will need to be periodically restocked.

Person in charge of surveys: _____

Someone will need to distribute and collect surveys at the end of the workshop.

Finally, break down & clean-up will be handled by _____,

_____, _____, _____

Notes: