

Arts Media CONTACTS

Seven Golden Rules

for promoting your virtual exhibitions and events

1 Dates

Getting your show fixed into people's calendars is your first hurdle. Plan it well ahead. Do a little research to see if there is a relevant tie-in with major national and cultural events and to avoid clashes. Send all your visitors or collectors a 'Save the Date' email or message with links to quickly export the dates into their own calendar (iCal, Google or Outlook). Send several mailings with updates and reminders so you feel confident that your attendees will show up. Plan your media campaign well ahead too as long-lead media are easier to get into and often have large audiences. Arts Media Contacts' free Press Planner can give you a guide.



2 Boost your assets

It is time to re-think your graphics - images of artwork are not enough. Commission animation, illustration, video and photography to create exciting promotions for your exhibitions and events. See Debut Arts for an exhaustive directory of illustrators.

3 Mixed Media

Offer visitors a multitude of classic and new media platforms to experience your exhibitions. Some of us love a print style catalogue with a long read essay, others like to

put on their VR headsets. We either love or hate video so you need to offer a variety of classic and high-tech digital options.

The Arts Marketing Association is a good organisation with contacts here.



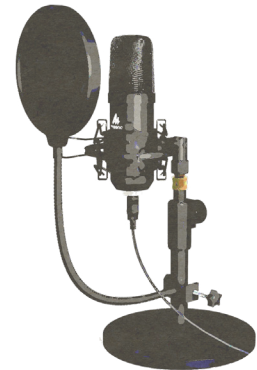
4 Do a giant SEO Media Blast - GO BIG!

Use the Arts Media Contacts database to email journalists with a press release. Mail everyone on your database. Arts Advance allows you to quickly submit your event to up to 5000 news outlets.

5 Engage – GO SLOW!

Invite artists and related organisations to collaborate on projects and allow viewers to participate. Here are few ideas on how to achieve this:

- Invite artists to guest curate your Instagram feed.
- Join specialist chat rooms and groups.
- Ask dealers, curators or artists to talk on podcasts.
- Have chats or feedback options for online visitors to respond.



6 Target

Know, love & understand your audience.

How old are your typical clients or visitors? Where do they live? TikTok, The Guardian or Radio 4 – what media do they consume? Opera or circus – what other cultural events do they enjoy? Clubbing or fly-fishing what hobbies and interests do they have outside culture? Is it best to reach them by email or Instagram?



Know the answers to these questions and many more and target your communications accordingly. The Audience Agency has many resources that can help with finding out demographics in your area.

7 Think outside the box

No-one lives in cyberspace. Make sure you have a sound PR campaign that encompasses all media channels including print, radio, television as well as social and digital media.

Spend some money on advertising and reaching your clients via targeted outlets too.



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