

POP UP EXHIBITION

MARKETING SKILLS

GET READY FOR A SUCCESSFUL POP-UP EXHIBITION!



POP UP

EXHIBITION

Pop-up exhibitions are not just a great opportunity to make a contribution to art and design, but they are also a perfect platform to fine-tune your marketing skills.

A pop-up exhibition created by young people is a meeting place where they can present ideas and concepts about their community to interested organisations, individuals and groups. They may see your work as a model for a similar project or may even decide to support you financially.

Maybe you will, just like a superhero, impress your local community and they will give you the title of an active citizen!

Therefore, it would be good to show yourself in your best light by using some clever marketing steps. Here are some tips on how to achieve this!

Before you start organizing a pop-up show, you should work on strengthening various marketing skills. Every good marketing expert has a number of useful skills that enable him to manage the project well.

See if you recognize yourself in any of them!



THE ART OF TELLING STORIES

A GOOD MARKETING EXPERT KNOWS THAT PEOPLE LOVE TO LISTEN TO STORIES

If your exhibition tells a story, it will be a hit! Find an interesting story, make an exhibition that will guide viewers through time and space. Remember, people love to be able to associate with the characters in a story. Make your exhibition interactive! Here are a few web links with interesting storytelling techniques:



http://mashable.com/2014/07/01/rewriting-storytelling/#U_VSDgfHEPqi

<https://www.sparkol.com/en/Blog/8-Classic-storytelling-techniques-for-engaging-presentations>



Exercise 1: Find some old postcards and photographs

Who doesn't love reading stranger's letters? Imagining the stories that are yet untold? Flea markets, antique stores, and even eBay are perfect for snagging piles of old notes and letters. Buy a postcard or an old photograph, or even better open your photo albums and use a photo of old family holidays. Turn off all distractions and stare at the image or letter. What immediately comes to your mind?

Write it down!

Consider these questions or just let your mind wander:

Where was the person sitting when they wrote this note?

What's their relationship to the person they're writing to?

Where was this photo taken? Why were these people there?

What do the facial expressions in the photograph say?



Exercise 2: now and then

Look up a word in the letter in the dictionary and then look up the word before and after. Make up a short story using that the three words.

CREATIVITY

CREATIVITY IS THE CORE OF MARKETING

Creativity is the core of marketing. It creates new ideas and products. Develop your creativity: take notes and write in it all that comes to your mind, no matter how silly it may seem, in a plethora of colors it will be a new, never-spoken idea! Develop it and you will have a new product!



<https://www.youtube.com/watch?v=1xWa30k2e94>

COMMUNICATION SKY

IF YOU ARE AN INTROVERTED PERSON, IT
DOESN'T MEAN THAT YOU CAN'T BE
SUCCESSFUL IN COMMUNICATION.

Maybe you will not love it, but presenting your idea to another person or in front of a group of people can be learned. Exercise breathing before presenting your exhibition and remember, people who listen don't want to criticize you, they are here because they are interested in your idea!



<https://www.youtube.com/watch?v=1QM8y9vxGIQ>

<https://www.skillsyouneed.com/ips/improving-communication.html>



Exercise 1.

Read a short story, and have your colleagues/friends/ partner paraphrase. This activity is a study in how team members choose to interpret and prioritize certain information over others.



Exercise 2.

Pair up and have one person discuss a hobby or passion, while the other person is instructed to ignore them. Discuss the frustration that can come with not feeling heard or acknowledged, and review good body language and verbal remarks a good listener should practice.

TEACHING

IF YOU HAVE THE KNOWLEDGE YOU WANT
TO CONVEY TO OTHERS, DO IT!

You can start writing a blog or organizing workshops through which you will pass on the experience of organizing a pop-up show! There are always people who don't possess your knowledge and who are willing to adopt it. "Teacher! My name is the Educational rock star! "
("Teacher? I prefer the term educational rock star!")

LITERACY

A GOOD MARKETING EXPERT WILL KNOW
HOW TO FORMULATE EVERY MESSAGE.

Whether it's a message for media or e-mail. It's important to know how to start and finish the message, highlight the essential things in it, and be clear about it.
It's important to know the grammar or at least have a grammar manual close to you. Also, develop your media literacy. An integral part of media literacy is access to the source of information, primarily the Internet that requires the development of one's own information-communication or digital competence and the ability to analyze content, news and their impact on you and society!



<https://www.youtube.com/watch?v=GlaRw5R6Da4>

<https://www.youtube.com/watch?v=jvvdTuosjyY>



Exercise: Perception of migrants in the media.

Unrealistic models or images of migrants often distort the reality and affect the success, acceptance, and self-esteem of migrants.

Tasks:

- Find out examples of migrant stories in the newspaper or on portals.
- Find out examples of an article which created the wrong perception of migrants, especially young migrants.
- Create a collage showing how the media present young migrants.
- Create your own page collage to show your own attitude and knowledge about migrants.

Analyze:

1. Describe some pressures of the environment and peers related to how are they thinking about young migrants?
2. What is the behavior of a migrant in media?
3. Investigate whether such an attitude is present throughout history?
4. Have a talk with older family members about the circumstances/attitudes of migrants in previous times.

LISTENING

COMMUNICATION DOESN'T ONLY MEAN
JUST TALKING, BUT ALSO INCLUDES
LISTENING TO OTHERS.

Listening means paying attention not only to the story but how it's told, the use of language and voice, and how the other person uses his or her body (body language). In other words, it means being aware of both verbal and non-verbal messages. Your ability to listen effectively depends on the degree to which you perceive and understand these messages.



<https://www.youtube.com/watch?v=D6-MleRr1e8>

<https://www.skillsyouneed.com/ips/active-listening.html>

TEAM WORKING

MARKETING INVOLVES TEAM WORK WITH
YOUR COLLEAGUES, BUT ALSO WITH
OTHER BUSINESS SECTORS.

Marketing involves team work with your colleagues, but also with other business sectors. For organizing the exhibition, you may need expert advice from design studios, cultural institutions or the IT sector.

You may also need assistance from financial experts or representatives of local self-government. In addition, for the organization of the exhibition, you will need: a designer, a technician, a promoter and of course, you, alone or with a group of people, will take over the role of a curator-manager. Be open, communicative and clear. You will be the leader from the beginning to the end and you will lead your team of people towards the common goal!



https://www.youtube.com/watch?v=Fd_nkBHgX8s



Exercise: Secrets

In this exercise, a team task is that the participants say to each other three things they don't know about each other. One of three sentences should be incorrect. The task of the team is to guess which sentences are correct and which is not. It's important to give the members time to think before they tell them. To make members feel more comfortable, the first three sentences should be uttered by the team leader. Enjoy!!

RESEARCH

IN ORDER TO MAKE THE EXHIBITION, IT'S NECESSARY TO DEVELOP RESEARCH SKILLS.

To realize every new idea you need to get familiar with new things. Therefore, you should learn how to conduct research related to the subject you want to deal with. So, first define the theme/problem you are interested in, then start the search with an established search engine like Google or Bing. Although search engines often do a good job of guessing what you need, you will get better results when you use more specific terms. Also, please feel free to contact your local institution, museum or gallery, which will provide you with helpful tips on the subject you are interested in.



<https://www.searchenginepeople.com/blog/how-to-do-online-research-in-3-easy-steps.html>

<http://www.lexiconcontentmarketing.com/blog/editorial-content/5-tips-for-conducting-online-research.aspx//www.skillsyouneed.com/ips/active-listening.html>

NETWORKING

START CROSS-NETWORKING THROUGH SOCIAL NETWORKS, IT'S EASY AND FAST!

By networking with local organizations, involving youth clubs or art organizations to participate in the exhibition you will have new co-operation, increase the number of direct or indirect visitors to the exhibition, and make contact for future initiatives in your local community.



https://www.youtube.com/watch?v=_h4DRGXUsv0

MARKETING TOOLS

IMPORTANT FOR SUCCESS

You'll need lots of marketing tools for a successful promotion of the pop-up exhibition. They are an important and indispensable element of marketing. Meet with them and use them wisely!

GRAPHICS CREATION OF THE VISUAL IDENTITY OF THE POP-UP EXHIBITIONS

(LOGO , COLORS , GRAPHIC DESIGN VISUAL RECOGNITION)

Each marketing product, in this case, a pop-up exhibit, must have its unique visual identity by which it becomes recognizable. With the help of a person who understands graphic design, together, you can create a logo, choose fonts and colors that will serve as a background for all the other materials that come out to the public (web, facebook, printed materials-invitations, posters, maps).



<http://www.creativebloq.com/branding/create-brand-identity-1233282>

Or you can do this alone with the free website, you just need some creativity: www.canva.com

MANAGEMENT WEB PLATFORM

THE SECOND STEP AFTER CREATING A VISUAL IDENTITY IS THE CREATION OF A WEB PAGE

The second step after creating a visual identity is the creation of a web page where besides the colors and the logo will be placed short, interesting texts describing the project and the goals, and highlighting the partners. In addition, the page must include a gallery of images that accompany the implementation of the project. You can also add the link(s) that page visitors are referring to on the pages you have on social networks and the links that directly connect to the partner website. This step is important because it gives legitimacy to those involved in the project. When it comes to communication with the public (media), it's important to have a Media Coverage on the website, where all interested parties can keep track of what was announced in connection with the project. On website can also be set up a blog that gives a subjective picture of the project's realization and what that we approach the target group on the personal way.



<https://www.wix.com/blog/2014/02/7-must-haves-that-for-your-nonprofit-website/>

SOCIAL NETWORK MANAGEMENT

(PROFILE CREATION , PLANNING , AND REALIZATION OF ONLINE CAMPAIGNS)

After we've made a social network profile, we create an activity strategy (online campaign) that contains a frame-by-time, time frame for delivering specific information that is being monitored by the project. For example, we set up interesting texts about the project, photos, links to similar projects, and so we are creating more and more trackers of our profile, and only in time we go deeper into the project and announce the main event, in this case, a pop-up show. On social network profiles, we need to publish the texts related to your project before and after the pop-up exhibition.



<https://www.fundsforngos.org/featured-articles/using-social-media-enhance-ngo-visibility/>

CREATION AND REALIZATION OF SPONSORSHIP CAMPAIGN

FINANCIAL RESOURCES FOR PROMOTION ARE REQUIRED

In order to achieve an event such as a pop-up exhibition, certain financial resources for promotion are required, such as website, invitations, posters, photographs, an organization of the exhibition opening, etc. Searching for support (unless the funds are pre-secured through a contest) we begin after the project have created a visual identity, website, and social network profiles. We can get financial support from three types of sources. The first is through an application to some of the pre-announced tenders, another possible source is local self-government, and the third is the economic sector involving entrepreneurs and craftsmen. Support may be in shape of patronage (the project is funded entirely or in large part), sponsorship (a larger amount of money in money and/or nature) and donation (a smaller amount of money and/or nature). It's important to include the local self-government in the project implementation because it can help us get the resources and space in which we can hold a pop-up exhibition. In addition, It can also help in successful contact with media.



<https://www.thebalance.com/nonprofit-corporate-sponsors-250206>

<https://www.thebalance.com/writing-donor-thank-yous-2501860>

Important!

After the completion of the project, it's important to write and send a letter of thanks to the sponsors and donors. It's important because in the next project we can again ask for funds for realization.

PRODUCTION OF PRINTED MATERIALS

TARGET AND INVITE

Before the pop-up exhibition, you need to send invitations to your target group for your event. Excellent marketing tools for the promotion of the event are labels, flaps, and/or posters that contain our visual identity and minimum information related to the announcement of a pop-up exhibit. Here's how:



<https://www.youtube.com/watch?v=nGDJI11vnMA>

MANAGEMENT MEDIA

THE PROJECT CAN BE CONSIDERED A SUCCESS IF IT IS TALKED ABOUT BY THE PUBLIC IN YOUR LOCAL COMMUNITY, OR IF THE PUBLIC SHOWS A POSITIVE INTEREST IN IT.

For easier present out event in the public, we need to get in touch with printed and electronic media, so it's important to collect a mailing list of television, radio and media and portals that are tracked by our target group. In order to be able to target the information needed to promote our project, it's a good idea to draw up a media plan (when and how we want to present the project, what we want to present to the public, when and where we plan to organize a pop-up exhibition as a final goal of the project).

During the project we need to produce short, interesting PR texts and photos that we are going to send to the media and published on our website and social network profiles. In this way, journalists will notice us and invite us to perform in TV and radio shows.

The announcement for a pop-up exhibition can be done at a press conference (a week before the exhibition) or by writing a call to the media that is sent to the mail address (a few days before the opening of the exhibition). Material for the press conference, as well as the call for media, besides the name of the exhibition, venue and opening time of the exhibition, should include a brief description of the project and announce what will be visible at the exhibition.



<http://study.com/academy/lesson/what-is-media-planning-definition-process-examples.html>

LOGISTICS

LOGISTICS IS THE KEY ELEMENT TO PLAN AN EVENT

In order for logistics to be well done you have to make a plan of events that make much easier to realize our goal, in this case the organization of a pop-up exhibition. The plan must contain answers to questions where, when, who and what. The main precondition for making a logistic plan is the vision of the concept of the exhibition; what you want to exhibit, how you want to set up an exhibition, how much space is needed for the exhibition, whom you want to get involved in helping us to perform, whom you want to invite to officially open the exhibition (eg local government representative, director of an institution, project manager), whom you want to call as special guests (media, people who support the show, people we consider important to call).

Important steps before the exhibition:

1. Finding a location (contract with the manager / owner of the space - about lease or free assignment, about the time we need to place the exhibition, about the duration of the exhibition).
2. Creating promotional materials (invitations, posters, social event events) that clearly show the name of the exhibition, the author of the exhibition, the time and venue for the opening of the exhibition, as well as the logo of eventual sponsors, sponsors and / or donors.
3. Publishing promotional material to the public (contacting the media, sending press releases by inviting media to accompany our event, sending invitations, sharing social events)
4. Organization of catering - If you want to be welcomed by guests and visitors of the exhibition, you need to buy a drink and a meal, or organize a party (at the opening of the exhibition most often serve snacks, kippers, snacks or small snacks, water, juices). It is important to know how and when to get food and food at the location of the exhibition opening.
5. Organization of the exhibition setting (when the exhibition sets, who comes to help, how much time is needed to set up).
6. Preparation of the text for the moderator at each opening of the exhibition - The program guides the person who welcomes the guests, highlights the important guests, announces the speakers, presents the project and the author, invites the guests to take their food and drink after passing the official part. The text that the moderator speaks is prepared a few days before the opening of the exhibition and sent to the moderator to prepare for the given assignment.

LOGISTICS

LOGISTICS IS THE KEY ELEMENT TO PLAN
AN EVENT

Important steps on the day of the pop-up exhibition opening:

1. Check the pre-made program and list of speakers (those who officially open the show) and the guests we would like to especially greet.
2. Agreement with assistants: who will be the moderator at the exhibition, who will receive the guests and send them where they should go and give information to journalists from whom they can take a statement (eg author, president of the association, person who opens the exhibition) who will serve guests (meal, drink).
3. Set up a table for drinking and eating.
4. Finalizing the space in which the opening is taking place.

When everything is ready, we will welcome the guests and implement the opening of the pop-up exhibition.





Open Educational Resource material "POP UP EXHIBITION - MARKETING SKILLS" delivered to you by Grandma s Story project partners:



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