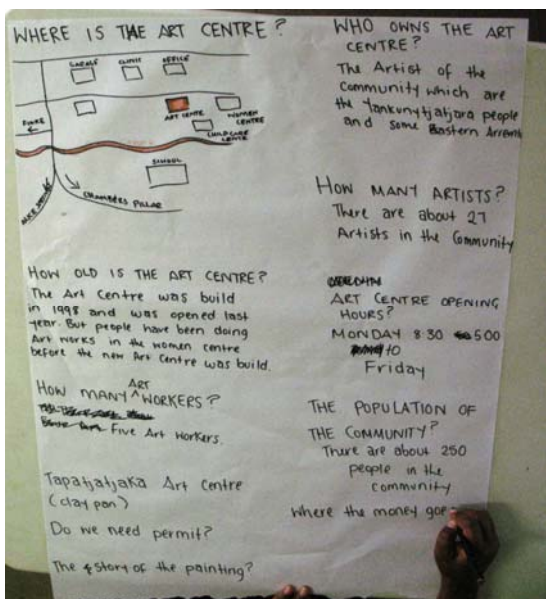


Marketing: Collecting Art Centre Information

EQUIPMENT: What you will need



List of questions



Pens, pencils paper,
photos, magazines,



Glue, scissors

GLOSSARY: Words you need to understand

Target audience The people or organisations who you want your information to go to.

Primary information This is the information which is most important.

Making a poster

Set up a work area

Collect up pens and pencils, paper, scissors, glue and photos or pictures of your art centre.

- Set up a work space on the table or the floor.
- Put down some large pieces of paper to write on. Keep a list of your ideas and art centre information on there as you work.

This is a good activity to do in a small group.

Target Audience

To begin this poster you need to think about **who** is going to be reading it. This is also called choosing your **target audience**.

- Is this information for visitors who might come to the art centre to buy work?
- Is it for an art gallery to use in their shop?
- Is it to go out in towns and cities away from your art centre?

Decide and write down who the target audience is going to be.

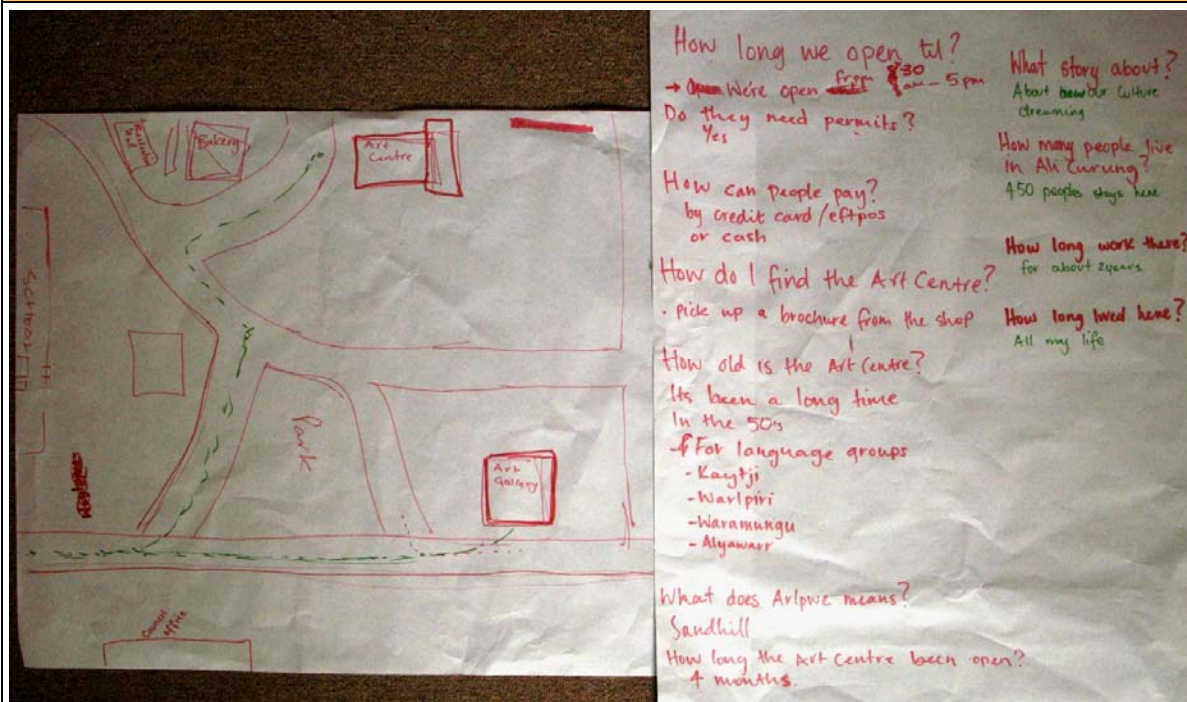
Primary information

There is some information about your art centre which you always include when you provide marketing material to visitors or customers. Some of it is:

- The name of the art centre.
- The name of the community.
- The art centre ABN (Australian Business Number).
- Where the art centre is: the address and also a map.
- Contact details.

Add this information to your large piece of paper.

Common questions



This is an art centre map and a list of questions and answers for Arlpwe Arts Centre at Ali Curung.

These are some of the questions that people might want to know.

- Who owns the art centre?
- Who receives profit from your art centre?
- Is the art centre helped by government funding?
- When is it open to visitors?
- How old is your art centre?
- What do you sell?
- How can I pay?
- What Language groups make up the community?

These are some more questions visitors might ask when they talk to you:

- What prizes and exhibitions are the artists undertaking?
- Which galleries sell art work from your art centre at?
- Do internet sales take place at the art centre?
- Who are the big name artists?

What other questions can you think of that people might ask?

Make a list of them here:

-
-

Start to group all the information you have into sentences which you can use on your finished work.

How to present the information

Which information do you think is most important for advertising your art centre?

To make a poster, set out another large piece of paper, some scissors, glue and pens to write and draw with.

Use pictures or cut out and paste on some old photos, drawings or maps to illustrate the information.

To start with, decide:

- Which questions need a written answer?
- Which questions can be answered by a photo?
- Which questions can be answered with a drawing or diagram?

Begin to add the writing and pictures onto the poster. Organise the information so that someone reading and looking will be able to learn the answers to the questions you have chosen.

Poster

When you have made the poster and you think it has all the information you want to give people, look at the check list to see that you have:

- Provided the name and business number (ABN).
- Provided the contact details.
- Provided a map, directions or description of where the art centre is.
- Decided what is most important for people to know.
- Decided about using some words or sentences in your own language as well as English and maybe other languages.
- Acknowledged the sponsors who helped to pay for the brochure if you need to.

Take your completed poster to a meeting and show the members of the art centre. Listen to them and see if there is anything else you need to add or anything you need to take off.

The next step is to use the poster information and ideas to make:

- a brochure.
- a catalogue.
- a press release.
- add information to your web page.