

## Planning an Art Exhibition

<b>Week 1</b> <b>Am</b>           <b>pm</b> <b>1.30-3.30</b>	<b>Monday</b> <u><b>Induction day</b></u> Placement test Welcome meeting  Orientation/walking tour  <u><b>Ascentis</b></u> Apted exercise	<b>Tuesday</b> <u><b>Galleries and Museums</b></u> Discover differences between <b>funded</b> and <b>private</b> Galleries. <b>Identify purpose</b> – cultural, heritage, commercial, charitable.  <u><b>Tour</b></u> Galleries, museums and installations In Plymouth	<b>Wednesday</b> <u><b>Introduction to Project Management</b></u> What needs to be done? Students will work in groups to identify their perception of the tasks, followed by a presentation and Q&A from a local <b>Art Exhibition professional</b> project manager. Students will then formalise their project management plan in preparation of a presentation.	<b>Thursday</b> <u><b>Presentations</b></u> Presentations will be evaluated as a group to include: Artist and arts, venue, marketing, legal, press, insurance, props, finance, transport, opening event, catalogue, opening invitations, sales, Branding pack, website and social media. Students will work individually on a <b>project responsibility application</b> .	<b>Friday</b> <u><b>Job Application</b></u> Students make a pitch for <b>management roles</b> within the project plan. To include an understanding of the role, evidence of research and relevant personal skills. Consensus appointments or decision by the Tutor. <b>Free afternoon</b>	<b>Saturday</b> <u><b>Full day excursion</b></u>  UK: Exeter and Exeter Cathedral  SPAIN: Madrid
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<b>Week 2</b>  <b>am</b> <b>9.00-10.30</b>  <b>11.00-12.30</b>  <b>pm</b> <b>1.30-3.30</b>	<b>Monday</b> <b>Marketing</b> Tutor led workshop on the marketing of the project. To include: <b>Pricing Strategy</b> Promotional, skimming etc. <b>The marketing mix</b> (Product, Price, Place and Promotion) <b>Market segmentation</b> Income, education, age, gender etc.  Students will use workshops from 'The Small Business Game' to expand their understanding of marketing techniques	<b>Tuesday</b> <b>Media</b> Media expert to present an overview of his work, explaining the relationship between <b>media outlets</b> and <b>media experts</b> . Under the guidance of the media expert, Students will produce a <b>press release</b> for their project and a <b>Video marketing interview</b> to include key points of the exhibition:	<b>Wednesday</b>  <b>Health, Safety, Legal, Insurance</b> Tutor led session to identify what must happen , and <b>risk assessment</b> . To include: Public liability Employee liability What could go wrong? Understanding what a risk assessment is and how it is structured. Students will also investigate <b>security</b> concerns to include a look at how the Mona Lisa is protected.	<b>Thursday</b>  <b>Event Management Revisited</b> Return of the Art Gallery Exhibition expert. Students begin the process of <b>planning their own event</b> . They will split into their various responsibility groups to facilitate this process. They will be able to utilise the advice of the specialist Art Exhibition Organiser throughout the day.	<b>Friday</b> <b>Planning</b> Each group to spend the day 'doing' the planning and organisation. This will include the identification and <b>sourcing of physical and electronic resource requirements</b> .  Each group to report back to the whole group at the end of the day.	<b>Saturday</b> <b>Full day excursion</b>  UK: Eden Project  SPAIN: Toledo
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<b>Week 3</b> <b>am</b> <b>9.00-10.30</b>  <b>11.00-12.30</b>  <b>pm</b> <b>1.30-3.30</b>	<b>Monday</b> <b><u>Information Management</u></b> Students continue researching and planning their project. The emphasis today is on the coordination of the various aspects. How does the left hand know what the right hand is doing? A look at technologies for remote workflows (as in between schools)., Skype, email, etc.	<b>Tuesday</b> <b><u>Branding the Company</u></b> Tutor led workshop on branding. Product Image, branding packs, Strap lines (Just Do It) <b><u>Project</u></b> Continuation of project planning. Tutor and Media or Marketing expert available for advice. Plenary to enforce deadline.	<b>Wednesday</b> <b><u>Project Planning Final Day</u></b> Putting it all together. By the end of the day, the project will be completed and managers will have prepared for their presentation. Managers to have one to one with tutor throughout the day.	<b>Thursday</b> <b><u>Presentation (Filmed)</u></b> Students will practise their final presentation in the morning with feedback from the Tutor and the Exhibition expert, whence they will do their 'fine tuning'. Final presentation which will take the form of an opening event.	<b>Friday</b>  Feedback and review session  <b>12.30 Certificate</b>	<b>Saturday</b> <b><u>Full day excursion</u></b>  UK: St Ives and the Tates  SPAIN: Leon
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