

An open studio event is an event where the public can come see the artist and their artwork in their creative space! It is a great opportunity to slow down, get fresh eyes on your work, and build a relationship with the past and future collectors. But what do you need to do in order to make the event the best that it can be?

AUDIENCE - GET PEOPLE IN THE DOOR

- Use the power of word of mouth to spread the word
 - Tell you family, friends, and co-workers
 - Then encourage them to tell their family, friends, and co-workers
- Post on social media
 - Share the who what where when details, and communicate that it is free for the public and everyone is invited!
- Send out an email newsletter to your community and past collectors
- Printed Media (this option requires more planning and prep)

SPACE - CREATE A POSITIVE EXPERIENCE

- Make sure the space is clean and organized.
- Create clear signage with prices, social media channels, payment options, etc. to avoid confusion and awkward conversations for the visitor
- Create a calming and welcoming environment that people will want to be in. After all, the longer they stay the longer they are looking at your artwork! But be cautious with overly fragrant scents/food and music that could be distracting from the art itself.

FOLLOW UP - BUILD A RELATIONSHIP AFTER THE EVENT

- Create promotional materials that visitors can take with them once they leave the studio.
- Have materials on hand that help you gather information from your visitors to use down the road. This can include a newsletter sign up form or guestbook
- Take notes about what specific visitors talk about so you can have a more meaningful follow up message