

Quest: The Commercial Experiences

Process of the activity “Promote local development through arts & culture”

Process

Create a pop-up art gallery in local shops

First of all, have a look at all the resources provided in our resources section next to the quest:

- The three websites’ resources provide useful tips and knowledge on how to plan a pop-up art gallery/store as well as the three documents that include a toolkit, good practices and a more comprehensive guide on the importance of culture in local development (including ways of financing this type of project)
- The OECD’s ***Culture for local development*** video helps to understand how culture is important for local development.

Secondly, you should contact your local shops to explain your project. It is recommended to meet and communicate with shop owners in person rather than with a simple email or phone call which is likely to compromise the project as it is too impersonal. If they are too busy, agree to contact them later when they are available.

In the meantime, contact your local artists to see who might be interested in the project and who wants to present their work.

If several artists and store owners want to participate in the project, you can create several pop-up shops in different locations or, if you have more interested artists than available commercial space, you can plan a schedule to allow all interested artists to display their work with the agreement of the store owners.

Ensure to agree with all interested parties on the terms of the event, including its duration, the space allotted to the artist in the store area, the appropriateness of the artist’s work to the values of the host store owner. That’s why it’s important to schedule a short meeting for them to introduce themselves and get to know each other.

Then comes a key phase of your project: the promotion of the event. Watch the video ***“Event promotion:6 advanced tactics to promote events with social media”*** and read the Hootsuite’s article ***“Social Media Event Promotion: The Complete Guide”*** provided in the resources section. Promoting your event through social media is an effective way to expand your reach, boost attendance and engage with your audience. It is one of the cheapest ways to promote an event. Do not underestimate this step, it is crucial to increase the chances of success of your project. Create an account for the event on different social media channels: Facebook, Instagram, TikTok, Twitter, YouTube...

You should adapt the event according to the number of participants and your resources available. If your project is popular before it is implemented, you can find sponsors or even suggest that merchants fund improved marketing of the event to attract more potential customers and strengthen the appeal of the project. For instance, you could make flyers (you can use [Canva](https://www.canva.com) to create a template if you have a limited budget) or advertise on various media (radio, press, online...).

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During the event, take photos, shoot videos and post them on the event's social media channels to keep track. This will help you to maintain engagement with the audience and contribute to making this event durable. This will also serve to find sponsors, especially from municipalities/local authorities, because in view of its economic and social purpose and benefit to the community, this is the type of project in which public authorities generally want to be involved.