



2020 ARTIST CHECKLIST

The 2020 Sunshine Coast Art Crawl is a great opportunity to polish and shine your online presence as an artist! We have created this checklist to help you prepare no matter where you are at in getting organized online. Before you begin promoting and before you even update your profile on the Crawl website, here's what we suggest you do.

LET'S START WITH THE BASICS

- ❑ Write a short (600 character) bio, "about me" paragraph, or artist statement. The bio or "about me" is all about you, whereas an artist statement is about your practice as a whole or about a specific body of work that you'll be unveiling for the Art Crawl.
- ❑ Photos: photos are highly important for your CCA Listing/Art Crawl Listing, as well as your social media and website, and we suggest you invest time (and perhaps money) into getting high quality images of your work, as well as your studio and your process. You can upload 10 images to your CCA Membership Listing, max 2MB each. You can do this yourself (find a How-To video and some YouTube tutorials here: <https://suncoastarts.com/art-crawl/join-as-artist-or-gallery/>) or hire a local professional.
- ❑ Videos: we know it's a big step to create your own video. We've created a "Tips & Tricks" video and document to support you through this process, using the tools you have around you at home. Find that document and video here: <https://suncoastarts.com/art-crawl/join-as-artist-or-gallery/>
- ❑ Decide which online video platform you would use to chat with visitors (ie Zoom, FaceTime, Skype, Whatsapp - Check the "How-To" section of the Art Crawl website for support: <https://suncoastarts.com/art-crawl/join-as-artist-or-gallery/>
- ❑ Every artist will need to schedule 30 - 60 minutes of online time to chat with Crawlers who are not comfortable visiting studios. We will post the times you choose on our website, for example:

Zoom session 10:00 to 11:00am every day - email the artist for the zoom link to "pop" by!

Or

Facetime Meetups 4:00 - 5:00pm every day - email the artist to get the details!

- ❑ Create a tracking system (could just be a piece of paper with the date) so that you know how many people contact you and visit you (if you choose Option 2 or 3). We would like to know how

many virtual visits you had and if you are open to appointments or drop ins, how many people you met with over the weekend.

- ❑ What happens when you make a sale?! Great news for everyone, but how will you accept payment? Make sure you are set up for e-transfer, or if someone wants to use a credit card, what sales platform would you use? We know artists who use Paypal, Square, or Stripe. Check into the fees and set yourself up if you have big ticket items where a credit card would mostly likely be used.
- ❑ Delivery / shipping - how will you get the work to your buyer? This year is different in that we might get some off-coast Crawlers sitting in their living rooms and browsing. If your buyer is local, perhaps you would prepare a pick up date in advance so that you can tell all your customers to drop by on the Tuesday following (for example), to pick up their new artwork, or you can arrange delivery.
- ❑ Please remember that even if you have decided to open your studio for appointments or are a public venue accepting drop ins, the situation in BC could change by October. We all need to prepare for a virtual only crawl in case we are in a “second wave” lock down situation.

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NOW IT'S TIME TO CREATE OR UPDATE YOUR CCA MEMBERSHIP LISTING & ART CRAWL PROFILE

Click the link for a video walk-through of signing up or editing your
CCA Membership Listing and Art Crawl profile:

<https://www.youtube.com/watch?v=KP6M6FizYbA&feature=youtu.be>

Click here to sign in to your CCA Membership Listing:

<https://suncoastarts.com/art-crawl/>

- ❑ Review all the text to make sure it is up to date. Insert your new bio and/or artist statement.
- ❑ Add the link(s) that Crawlers will visit to see more of your work (ie website, Etsy shop, and social media platforms).
- ❑ Add your email address so Crawlers so can reach out with questions, book an appointment or schedule a video chat or extended phone call with you.
- ❑ Add your scheduled times for virtual public meet-ups (30-60 minutes daily) - via Zoom, Skype, Whatsapp, Facetime, etc. to the bottom of your 'Bio for Art Crawl listing' section. (Use the links in the “How-To” section on this page: <https://suncoastarts.com/art-crawl/join-as-artist-or-gallery/> to learn about these platforms)
- ❑ Upload 10 amazing images of your work (watch the “How-To” video on our page: <https://suncoastarts.com/art-crawl/join-as-artist-or-gallery/>)
- ❑ Bonus: Upload your video to YouTube or Vimeo (“How-To” videos on that process here: <https://suncoastarts.com/art-crawl/join-as-artist-or-gallery/>), then insert the URL to your video into your CCA Membership Listing, found just below the ‘add image’ section.! (See more about video marketing under Promotion!)

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CHECKLIST FOR “BY APPOINTMENT ONLY” LISTINGS

- Please review the checklist for all artists as it is all applicable. These are additions.
- You will be required to follow the October Provincial health guidelines that any business open to the public needs to abide. Including and not limited to:
 - Wearing masks
 - Supplying hand sanitizers
 - Cleaning between guests
 - Posting regulation signs
 - Keep a sign in sheet of the name, phone number and email address of every person who attends! (so they can be contacted if necessary)
 - Screening guests before they enter (ie covid symptoms, travel questions, restricting number of people in the group etc) We will provide an online questionnaire for you to use. You can also ask the questions over the phone or via email when the appointment is being requested.
 - Proper care and cleaning of washroom facilities if applicable
- The CCA will also create an online agreement for you to sign to abide by the health guidelines
- Create a calendar system so that you can book appointments. We suggest 15-20 minute visits with 10+ minute breaks in between so that you have time to wipe down any surfaces thoroughly.
- You will need to reserve time during the day to connect with virtual art crawlers, people who are not comfortable visiting in person and might want to chat via video call or phone call, please build in time to connect and check your messages.

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CHECK LIST FOR “DROP IN/PUBLIC VENUES”

- Please review the checklist for all artists as it is applicable. These are additions.
- You will be required to follow the October Provincial health guidelines that any business open to the public needs to abide. Including and not limited to:
 - Wearing masks
 - Supplying hand sanitizers
 - Cleaning throughout the day
 - Keep the name, phone number and email address of every person who attends (so they can be contacted if necessary)
 - Screening guests before they enter (ie covid symptoms, travel questions, restricting number of people in the group etc)
 - Limiting the number of guests in the space
 - Creating outdoor line up spacing guides
 - If you anticipate line ups outside your space, you might want to consider signage that encourages visitors to stay for a limited amount of time so that guests in line are not waiting too long
 - Proper care and cleaning of washroom facilities if applicable
- The CCA will also create an online agreement for you to sign to abide by the October health guidelines

- ❑ You will need to reserve time during the day to connect with virtual art crawlers, people who are not comfortable visiting in person and might want to chat via video call or phone call, please build in time to connect and check your messages.
- ❑ If you usually have a busy venue, you might want to consider having an assistant for the weekend, one who can manage line ups, screen guests, check your messages, check for online visitors and post on social media for you.

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PROMOTION CHECKLIST

- ❑ Video: Your CCA Membership Listing allows you to link to up to 3 videos (of your creation or created by a hired professional) using a URL from YouTube or Vimeo. If you have a high quality video already, great! If not, visit <https://youtu.be/EKD9rpqJi70> for a tutorial from Katherine Penfold on how to make your own. You can also hire a professional to create one for you. We have some script ideas for you to consider under the “How-To” section of the Art Crawl page: <https://suncoastarts.com/art-crawl/join-as-artist-or-gallery/>. You will be investing your time and maybe money into this so we encourage you to think about creating a video that can be used for many purposes.
- ❑ Your website: Regardless of whether you direct people to an online shop or social media profile, you'll probably notice that people will be visiting your website before and during the Crawl. This is a good opportunity to review your site and make sure that it feels up to date:
 - Replace old photos
 - Update your “about me” artist statements and CV
 - Review your contact info
 - Add links to social media
 - Consider adding a special page or section that shows new work
 - Add pricing to each item or a pricelist

If you do not have an Etsy, Shopify or other online shopping site, you might consider putting dimensions and prices on your work so that when Crawlers visit they can get the info without having to contact you. You could even set up a “shopping cart” so that purchases can be made on the spot. If you are not tech savvy, talk to your website designer and review your options with them, or Google your website host and “how to set up a shopping cart”. *(If you do not have a website or social media, consider using the URL to your CCA members listing as your marketing tool, it will have ALL your information and now videos.)*

- ❑ Social media: If updating your website is too daunting of a task, you can send people to your social media account(s) instead. It is easy to upload images and put details in the captions like dimensions, price and medium, shipping info etc. (Watch a few of our “How-To” videos on Instagram and Facebook Pages under the “How-To” section: <https://suncoastarts.com/art-crawl/join-as-artist-or-gallery/>). If you really want to promote your work for the Crawl, we suggest that you update your website and use your Instagram or Facebook profiles to share your new work!
- ❑ Promotional ideas pre Art Crawl:
 - Use these hashtags to be linked with the Art Crawl: #sunshinecoastartcrawl #scartcrawl
 - Use the graphics that we have created on your social media sites
 - Reach out to your email list
 - Reach out to previous collectors
 - Release new work specifically for the 2020 Crawl to create some anticipation