

BRIGHTON PHOTO FRINGE



Brighton Photo Fringe is a collaborative platform providing opportunities and peer support for emerging lens-based artists. Every two years we host a city-wide photography festival in October, with the next edition in 2018.





**BRIGHTON
PHOTO FRINGE**

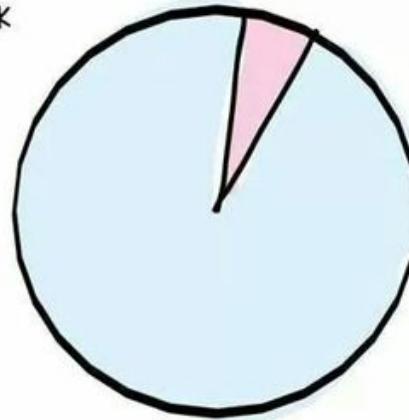
Marketing Your Exhibition

BEING A PHOTOGRAPHER

MARKETING YOUR EXHIBITION

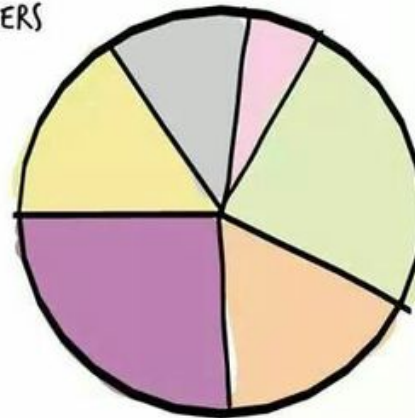
THE DO's + DON'TS

HOW PEOPLE THINK
PHOTOGRAPHERS
SPEND THEIR
TIME:



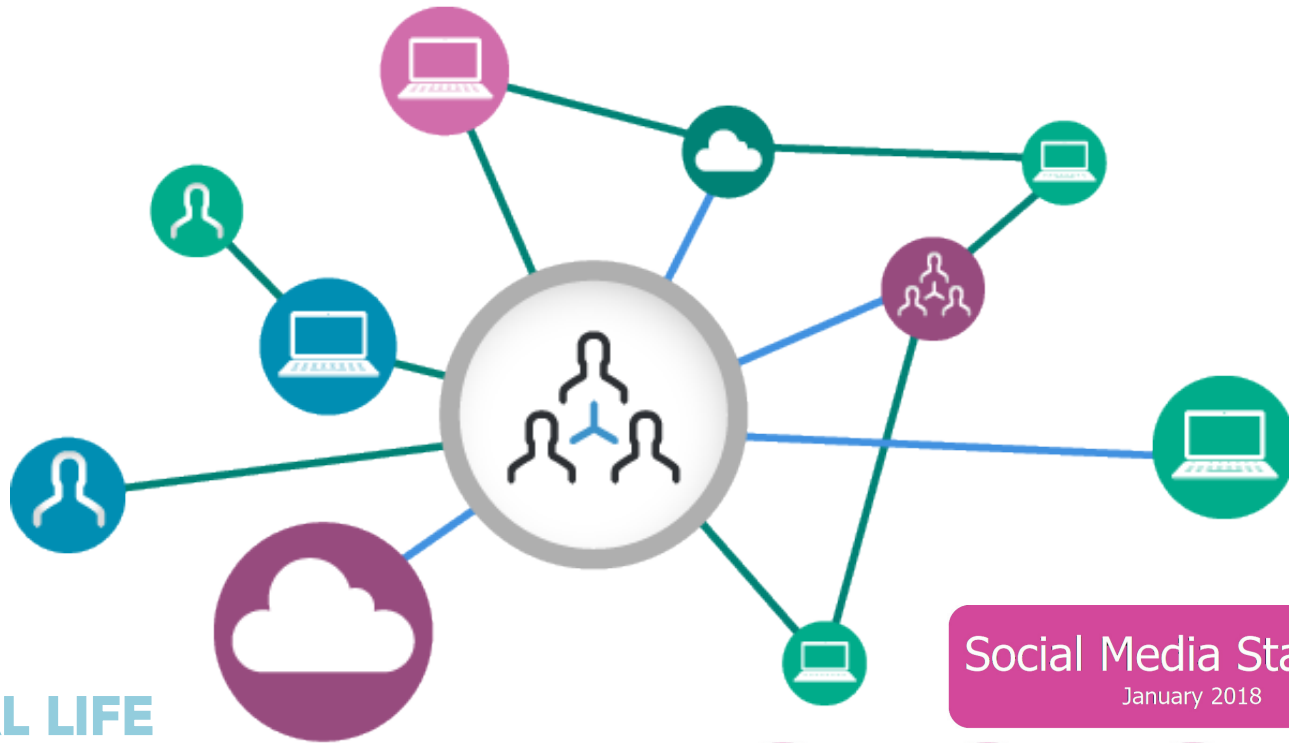
- TAKING PICTURES
- HAVING FUN!

HOW PHOTOGRAPHERS
REALLY SPEND
THEIR TIME:



- TAKING PICTURES
- SOCIAL MEDIA/BLOGGING
- MEETINGS, NETWORKING, MARKETING
- EDITING, PRODUCTION
- LEARNING NEW TECHNIQUES
- OTHER (COMPUTER TASKS)

DO: USE YOUR NETWORKS



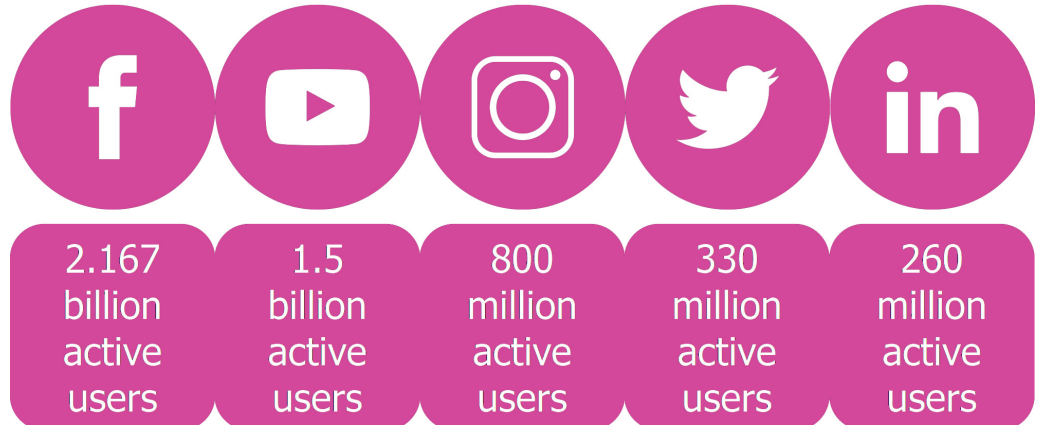
REAL LIFE



Social Media Statistics

January 2018

PRETEND
LIFE

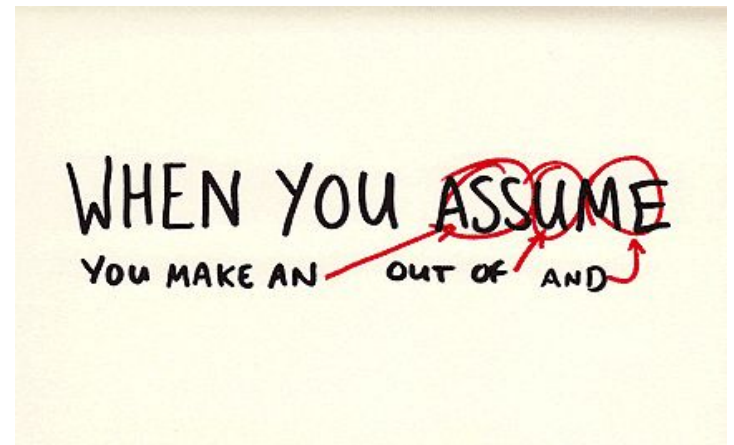


DON'T: ASSUME



- BPF18 BROCHURE
- EVENTBRITE
- FACEBOOK EVENTS
- SCHEDULE CAMPAIGNS
- NEWSLETTER
- PRESS RELEASE
- GDPR (snooze!)

PLAN
PREPARE
PERFORM



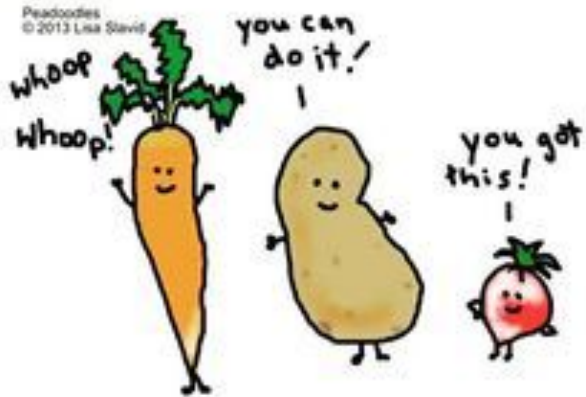
DO: BE CREATIVE



- Postcard
- Letter invite
- Zine/flyer for guest to take away
- Guestbook / Crit form
- More personal and memorable

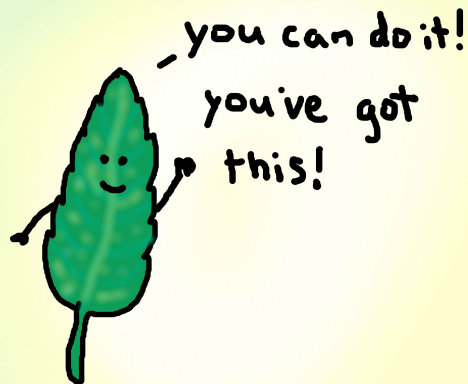


DON'T WORRY



totally rooting for you

Peadoodles
© 2014 Lisa Slavid



encourage mint

- Focus on the work being at it's best, content and presentation wise
- The people that want to be there will be there
- Document the process (your plans, install shots, evaluation) it will always be valuable
- Enjoy it, you've worked hard + put on an exhibition



**BRIGHTON
PHOTO FRINGE**

Funding your project

What is your project?

- Be clear. Summarize the project in ten words and then 50 words and then 200 words.
- Keep it simple. What, when, where, why and for who?
- And be passionate. Communicate your excitement and what is new, innovative or just brilliant about your project

Budgets

- What will your project cost? Be realistic and get detailed quotes.
- Can you fund this yourself?
- If you can't, do you know someone who can help? Can you ask friends and family to help?
- Can you work together with other artists to skill-swap, share costs and pool resources?
- Don't do the project if you can't afford it.
- There are ways to raise money – but they do take a lot of effort.

Crowd funding

1. Work out a realistic budget and calculate how much you can realistically raise from your network.

No of friends x days available for promotion x popularity of pitch x marketing genius

2. Select the right platform for you. Ask around, do your research, look at successful examples.

3. Make the pitch clear – what are you doing, what's good/unique/engaging about it and what do you need the money for?

4. Make a short, snappy video, no more than 3 minutes, for your campaign and ask for money right at the start and again at the end.

5. Set your rewards and make them attractive and good value. Seek advice from peers and look at other successful campaigns.

6. Your campaign should only last about a month. So start a few months before to network your friends and family and engage them in your project and prepare the path for your actual campaign. The launch and first 48 hours are crucial so make a big noise about it.

7. Secure some nice big pledges from your nearest and dearest to kickstart the campaign. Once you are 50% funded you are much more likely to reach your target. New backers are more likely to give once the campaign seems likely to succeed.

8. Also save some key funders to help top it up at the end should you be near reaching your target. Be prepared to do this yourself if needs be.

9. There is no point doing a crowd funding campaign if you only have 5 friends on facebook. Just ask them. Crowdfunding is all about the marketing. You have to really shout about your campaign and ask everyone to shout about it for you too. You need to shout about it every day. Plan the whole thing out at the beginning so you know you have a timeline of key milestones to talk about.

10. Update, update, update. Keep contacting your potential funders and your backers with progress about the project both during and after the campaign. Don't just ask about money, tell them stories about the project and what you want to achieve.

Funding your exhibition

- RESOURCES
- <http://www.nesta.org.uk/news/crowdfunding-tips/keep-engaging-and-communicating>
- <https://www.brightonfringe.org/take-part/participants>

Arts Council England

- New fund
- Developing your Creative Practice
- New round launches 12 July and closes on 16 August 2018
- £2K - £10K
- For artists seeking step change in practice and to ensure excellence in the arts
- Can only apply twice in 12 months

Arts Council England cont.

- Why and how a timely intervention will make a significant difference to your practice
- Funds time and space to make a step change in your practice
- No match funding required, unlike Project Funding, but can only apply again after 3 years so be sure it's the right time for you
- You can also apply to Project Funding for your work but be warned – the form is horrendous!

ACE Project Funding

- Demonstrate the artistic quality of your project. Why should ACE fund it? How is it innovative? What is special about it? What is your artistic track-record?
- How will it engage the public – who are the audiences for the work? What will they get out of it? What will they learn? How will you attract them – what is your marketing plan?
- How will you manage the project and what is the budget?
- How will you evaluate the project?

TOP TIPS FOR ACE

- Save your work all the time – it is so easily lost! Think on a word doc and copy and paste when it is ready onto the online form.
- Really work on the public engagement section
- They won't fund you if they think you don't have a track record so get some references, demonstrate your experience and dedication, tell them why they need to fund your project and make it convincing. If you are a new practitioner and have never showed your work before and you are not engaging people in the project they are very unlikely to fund you.
- Be succinct – the word counts are tiny and it's hard to fit it all in. There is no room for waffle so work on your texts to ensure they really say everything that is relevant and convincing and get rid of the waffle.

Other funding

- Awards for All lottery funding if your project is very community oriented. Up to £10K. Competitive process.
- Most Trusts and Foundations won't fund individuals.
- Corporate Sponsorship – all about personal contacts. Who do you know who might be interested in sponsoring you, what kind of audiences like your work, what companies share these audiences? Can a company give you in kind support? It can take a lot of time to develop relationships.
- Can you fund your work with sales? Do you know people who might be interested in buying your work. Could you get a promise of purchase to help fund the production of the exhibition? Would friends and family help?
- Can you pay for your exhibition by doing other work, a Saturday job, or swapping your skills with other artists in return for their help with your exhibition? What other ways can you fund your work?