

CofGâr Exhibition Planner

GENERAL INFORMATION

MUSEUM	
TITLE	
CURATOR / LEAD	
PARTNER/S	
EXHIBITION DATES	
INSTALLATION DATES	
EXHIBITION OPENING RECEPTION	
GALLERY (or galleries)	
SIZE	

NATURE OF THE EXHIBITION / PROJECT

Description, brief/abstract, content

POLICY AND CONTEXT

How does the exhibition relate and support the museum's mission and strategic objectives?

PURPOSE OF THE EXHIBITION

The exhibition purpose should be stated in general terms and made clear through an enumerated list of aims and objectives. These may reference such topics as educational value, promotional role, commercial significance, and political aspects. Aims and objectives for the museum (e.g., to reach a certain demographic of visitors, to engage certain stakeholder groups, to generate media mentions) and for the visitors (e.g., to increase understanding of a certain topic, to stimulate creativity, to experience certain emotions) should be listed separately

CONSULTATION

AIMS AND OBJECTIVES FOR THE MUSEUM

- 1.
- 2.
- 3.

4.

AIMS AND OBJECTIVES FOR THE VISITOR

- 1.
- 2.
- 3.
- 4.

AUDIENCE

Information on the audience for whom the exhibition is intended. Aspects to consider may include age, gender, motivation, cultural background, language, target community, level of knowledge, or if this exhibition is in conjunction with an external course or event, etc.

OBJECT INFORMATION

CHECKLIST

Attach or insert a checklist of objects for the exhibition that includes accession number, title, artist, date, dimensions, media, and loan source, etc.

Is the exhibition to be loaned from another institution or traveling exhibition service? Yes/No
If yes, list source(s)

Is the exhibition to be produced from within the museum's collection (in-house)? Yes/No
If yes, from which collection(s)

Will the exhibition include objects from lending institutions? Yes/No
If yes, list the institutions

If the exhibition is produced in-house, is it to travel from the museum? Yes/No
If yes, attach an outline of the travel proposal

CONSERVATION

Detail the conservation requirements for the exhibition?

SECURITY

Are there any security conditions to be complied with? If yes, list requirements and how they will be met.

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MUSEUM ENVIRONMENT

Are there additional environmental considerations? *If yes, define what the standards are and how they can be achieved.*

ENVIRONMENTAL IMPACT

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PUBLICATIONS AND GRAPHICS

	Description	Specification/Quantity
DESIGN & PRINT	<i>e.g. gallery guide, cards, posters</i>	
ELECTRONIC MEDIA	<i>e.g. film, audio</i>	
TRANSLATION		
EXHIBITION DIDACTICS	<i>e.g. graphic panels, labels</i>	
OTHER		

PROGRAMMES AND EVENTS

	YES / NO	<i>If yes, provide details</i>
OPENING RECEPTION		
PRIVATE RECEPTION(S)		
GALLERY TALKS		
WORKSHOP(S)		
FILMING		
SEMINAR		
OUTREACH		
SCHOOLS		
OTHER		

MARKETING

MARKETING PLAN - *Identify specific strategies for engaging audiences noted above and describe a marketing strategy overview*

	YES / NO	<i>If yes, provide details</i>
PRESS AND PR		
PAID ADVERTISING		
SOCIAL MEDIA		
EDITORIAL		

FILM/TV/RADIO		
ON-SITE (+ OTHER CCC SITES)		<i>e.g. exterior banner, lobby pull-up, posters, digital displays</i>
E-COMMUNICATIONS		
OTHER		

RETAIL

Identify retail opportunities associated with the exhibition

EVALUATION

Front-end Evaluation:

What activities will be undertaken before the exhibition to help the planning process?

Formative Evaluation:

What activities will be undertaken during the exhibition?

Remedial Evaluation:

What activities will be undertaken just before the exhibition ends to inform modifications?

Summative Evaluation:

What activities will be undertaken after the exhibition to assess its impact?

EVALUATING PROGRESS TOWARD EXHIBITION GOALS

Describe the metrics (measurable events) and data sources to assess progress toward each exhibition goal

Exhibition Aims (From Exhibition Purpose Section)	Metric (How will we measure progress toward the goal?)	Data Source(s) (Which Evaluation Activity will provide the data?)
<i>Museum-level Aims</i>		
1.		
2.		

3.		
4.		
<i>Visitor-level Aims</i>		
1.		
2.		
3.		
4.		

BUDGET AND FUNDING

TOTAL OVERALL BUDGET (*attach a budget sheet including: PR/Marketing, Publications, Programmes and Events, Loans, Shipping, Insurance, Object Preparation, Display/Design, Installation, & Fabrication, Contracted Services, Exhibition fees, etc.*)

PROPOSED FUNDING SOURCES, INCOME GENERATION AND STRATEGIES:

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