

the Gate

art space

Making the most of your week at the Gate

Booking the space is the start, now you will need to attract your visitors.

Advertising

There is a poster/flyer template for all events and exhibitions at the Gate – the guidelines are published on the Gloucester Contemporary Artists (GCA) [website](#).

The poster will be promoted on the home page of the GCA website and on our social media (Facebook and Instagram). GCA has over a 1,000 followers on our [instagram account](#).

There are helpful guidelines on getting **free** online advertising for your event – these are also published on the GCA [website](#):

Advertise to your friends, followers and customers on **your** website and social media – they have already shown they are interested in your work and they are more likely to come to your show.

Personal recommendation

Personal invitations to friends and past customers work wonders and don't forget to tell them the days when you are stewarding so you can welcome them personally.

Attracting passersby

Westgate Street is one of Gloucester's busiest streets – shoppers, office workers and tourists. Make your show attractive and inviting:

- Follow our installation guidelines (published on the GCA [website](#)).

- Consider making art whilst you are there – we have found that people can be very curious to see artwork being created

- Consider offering simple free, or low price, drop-in workshops where visitors can learn some basic skills

- An open door is inviting (if the weather is warm!)

- Generally, visitors generally don't like to ask the price of an artwork; display the price clearly.

- Avoid setting up a table across the space with stewards sitting behind; this may deter people from coming in. A small table at the back of the space enables a much more open and inviting layout.

Events

Consider holding an opening event or a closing event; invite people through your social media channels and with personal invitations. The cost of refreshments can be offset by the increased visitor numbers (and the potential of making sales).