

## **ENEWS - JANUARY 2012**

This comes with all good wishes for the New Year and a successful and enjoyable Dorset Art Weeks 2012

from

Jem

Suzy

and DVA Board

Please read E-News below. Alternatively if it appears too small or not properly formatted - either click 'read on your browser' - see above - or follow the link below to read it on the DVA NEWS page.

### **CONTENTS:**

DAW UP-DATES: Registration / Images and Deadlines / DAW Payments / Timelines / Marketing / Office Communication / 2012 Cover Competition - includes link

LINK: <http://www.dorsetvisualarts.org/index.php/dva/news/530.html>

### **UP-DATES: DORSET ART WEEKS**

#### **REGISTRATION**

Thank you for all the effort you have put into DAW registration. We know that though many of you found the on-line process straightforward, some have had a rather valiant struggle with it! We have done our best to help with all questions and requests for support and finally feel, thanks to the generally collaborative spirit that has prevailed, we have all pretty much overcome the most tortuous part of the whole 'shebang'.

It seems very likely that DAW 2012 will be very similar in scale to the record set in 2010 - 800 artists at 320+ venues. DAW will certainly continue to be one of the largest Open Studio events in the country. We'll confirm the precise number on the Blog in a week or so.

Of course we will learn from what has and what hasn't worked as easily on-line as it might so that we can improve it in 2014 - and for Membership Renewals in the meantime. However, with 95% of you conquering it, its advantages have enabled us to be four weeks ahead of where we were in January 2010. The system will also make proof-reading a more straightforward period, ensuring that we will have the brochures with the distributor much earlier.

Your continuing help to keep the event on-track is vital given the economy and current mood of the country is a significant challenge - as it was when the banking crisis hit at the start of DAW 2010. We are working hard to make DAW an even more attractive draw, aware that we need to be cute about using the additional Bank Holiday to our advantage and facing up, as we certainly will be, to the increasingly dominant presence of the Olympics.

### **IMAGES + ABSOLUTE DEADLINES**

Sorry but the one hiccup in the positive news is that a number of artists requested an extension beyond the 18 December deadline so they could complete and up-load photographs of new work. We acceded but urged this was done by the 04th January. A worrying number have still not met the commitment and their delay is now impeding our work. *It is imperative that all images are up-loaded - or emailed to us if this has already been arranged - before - not 'on' - Friday 13th January.* Indeed, it is probably wise if all participants made one last check of their on-line entry by this date too.

**From Monday 16th January all entries will be locked for the duration of the design process.**

We are already working on the initial check of all entries as we have to pass them all over to the designers on the 23 January. If we spot missing information or anything else problematic you will receive an email or phone call from either Jem, Suzy or Angela. We begin the full proof-reading programme from the 23 January alongside the design process.

## **DAW Payments**

### **Cheque Payments**

At the time of writing, everyone who has already paid by cheque should have received a receipt by email. If you are intending to pay by cheque - the amount shows at the end of your on-line form - please would you post it to arrive by the 18th January.

Please make cheques payable to: Dorset Visual Arts.

Please post to: Dorset Visual Arts, Little Keep, Bridport Road, Dorchester, DT1 1SQ.

E-Receipts will be sent issued within 7-10 days.

### **BACs and PayPal**

If you have opted for either of these methods of payment, an invoice with account information will be sent within the next two weeks. We apologise if you have been inconvenienced by the delay. This has solely been the fault of PayPal - genuinely beyond our control. We would greatly appreciate it if you would kindly help us catch up and make your payment by the 20th January or - if your invoice is dated on or after the 18th - by the 23rd January.

### **Paying by PayPal**

The invoice will come from PayPal and include the DVA logo - the receipt directly via PayPal.

### **Paying by BACS**

Both the invoice and E-Receipt will come from us.

### **Timelines + Other Information**

The DAW timelines running through until the end of June will be published on the DVA website shortly - on the NEWS page. The link will be included in the February E-News. It will also be linked from the DVA Blog.

The first date(s) relate to the venue mapping exercise. Many of you will know about this from the recent Area Meetings. This is being undertaken locally and your coordinator will send details of how they wish to proceed with this.

The timeline will also include the timeframe in which you will receive a pdf. file copy of your section of the brochure. You will be asked to proof-read your entry and sign it off via your coordinator. It will also indicate when your Coordinator will have a hard copy for inspection.

## **Marketing**

Marketing DAW is most successful when it is as much an enthusiastic collaboration between the organisation and artists as it is a structured campaign.

The next E-News will include a link to a document on marketing on the DVA website. It will include a list of the Marketing Team Members, their roles and the key aspects of their work.

From then on, and in tandem with the Blog, it will be up-dated with ideas and to assist you, your area and, in turn, the success of the whole. Several ideas have already been discussed in outline at Area Meetings held in October and November, so it is hoped that these prompts will encourage action. We will also invite your help to support initiatives including a more organised and enthusiastic use of - for those of you who do - Twitter and Facebook.

It is probably worth mentioning here that the DAW Survey / Feedback Forms will be on the website from April - so, not at the last minute!

## **Office + Communication**

As most of you know, Suzy and I work for DVA + DAW part time. Our in-put increases over the course of the year, significantly in the vital months ahead. To make focused use of office time, and because so much of our work is 'out there,' we encourage communication by email as much as possible. We aim to reply within 24-36 hours and very rarely slip beyond two days.

If your enquiry needs discussion, please email a request for a call back. It helps if you put your name in the subject box as well as the topic. Please make sure to give us your number and suggest one or two convenient times to call back in the text.

From here-on-in to DAW we are trying to ensure the office is staffed all day Mondays and Wednesdays. We can't guarantee that this plan isn't interrupted. If you do need to leave an an answerphone message there, we'll call you back as soon as we can.

NB . If the message box says its full - it isn't. Defiantly, it insists on saying this when its simply engaged!

Email: [admin@dorsetvisualarts.org](mailto:admin@dorsetvisualarts.org) / Office: 01305 853100

## **COVER COMPETITION**

We anticipated running the Dorset Art Weeks Brochure Cover Competition on-line. Unfortunately this proved a step too far. Nevertheless, its happening - and now! Entries to be received between 09-23 January.

To see entry details, follow the link to the DVA/DAW Blog:

<http://www.dorsetvisualarts.org/blog>

## **PLEASE LOOK AT THE BLOG REGULARLY**

The blog will be up-dated in-between E-News. We aim to send this within and, or linked from, the Mailer the first week of the month.

E-Listings of exhibitions, events and opportunities arising from Members or our Partner Organisations are usually posted the last week of the month. If you have items to be included, please email them around the 18th of the month. Please try to ensure it arrives as a 'modest' pdf file.

Email: [admin@dorsetvisualarts.org](mailto:admin@dorsetvisualarts.org)

February E-News will include the Evolver Advertising Offer to artists and describe how DAW will be using the May June issue.