

JOB DESCRIPTION: COORDINATOR OF THE MONTHLY DEMO FOR MEMBER MEETINGS

OVERVIEW OF THE LAA DEMO PROGRAM:

The LAA DEMO Program provides opportunities for LAA Members to learn about artists and the techniques they use. DEMOs are provided at each monthly LAA member meeting and are often used to make members aware of artists who have committed to instruct LAA Member Program Workshops. Depending on artist availability and workshop timing, DEMOs may also be provided by artists who are not instructing a future workshop.

The DEMO Program must be closely coordinated with other Member Programs. To ensure this, the DEMO coordinator participates in planning with the rest of the Member Programs Team led by the Board's Director of Member Programs (DMP).

A resources binder, originally developed by Jill Riggan, is available to the DEMO coordinator to assist the overall planning process.

ESTIMATED ANNUAL TIME COMMITMENTS:

Maintaining and Growing the Artist Knowledge Base: *10 Hours/Year (not including discretionary time such as general research, art exhibition visits, attending classes, discussions with members, etc.)*

Planning: *10-16 Hours /Year*

Marketing: *2-4 Hours/Year*

Demo Preparation, Production: *10 DEMOS/Year x 4 Hours/Member Meeting = 40 Hours*

Demo Completion and Follow-up: *5 Hours/Year*

COORDINATOR JOB DESCRIPTION

1. MAINTAINING AND GROWING THE ARTIST KNOWLEDGE BASE:

- a. Continuously expand LAA's knowledge about and information on potential artists that may qualify
 - i. Members are a great source of information about potentially interesting and talented artists, so talking with Members as well as asking for information at Members Meetings is a good way to expand your list of artist/artists.
 - ii. These artists are also potential artists for other Member Programs, and it is good practice to share your recommendations with the Member Programs Team.
 - iii. Having created a list of potential demonstrators, ensure they meet your criteria for a good demonstrator by means of their website, inquiries of others, galleries, other art organizations or personal contact. Demonstrators living more than 1 hour away, should not be listed.

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- b. Maintain a list of potential demonstrators, their medium(s) and your impressions of them on file in your planning binder.
 - c. If a demonstrator is used in a DEMO session, record the date and capture your impressions of the demonstrator for future reference.
 - d. Demonstrators should not be used more than once in a season.
 - e. A demonstrator can be used again in the following season if they are demonstrating a new technique or medium.
2. **PLANNING:** With the Board's DMP, plan for the coming year of classes based on the Louisville Cultural Arts Center's (LCA) calendar, negotiated by the LAA President or Vice President, with the City of Louisville's Cultural Arts Council. Planning steps include:
- a. Work with the Member Programs team, to coordinate Demos and Workshop-level Member Programs when possible.
 - b. Inevitably, some dates for Member Meetings and Workshop-Level Member Programs will not work to provide ample time between the Demo and Class, or the artist cannot do the DEMO in a timely manner. If that happens, plan to fill a DEMO date with one of the artists on your DEMO artist list.
 - c. While Member Programs plan a schedule that includes not only painters, but other mediums such as photography, mixed media, collage, printing, digital art, art business support, it is not always possible. So, it is important to arrange DEMOs that are diverse in their medium whenever possible.
 - d. Connect to the potential DEMO artists to inquire and hopefully set a date.
 - e. Mention the LAA fee for the DEMO based on the pricing guidelines developed by the Board from time-to-time (currently \$150).
 - f. If the artist agrees, prepare the contract for that DEMO based on the contract template available from the Director of Member Programs. LAA currently pays \$150 for a DEMO that runs, typically, from 7:30 PM to 8:30 PM, at the end of the Members Meeting. Every year, the DMP will provide a price list for all Member Programs and DEMOs. Please check with the DMP to ensure you have the latest pricing for the DEMO artists.
 - g. With the contract, you must also send the Facilities Request Form, created by Andy Schwartz, that permits the artist to specify the equipment they will need for their DEMO.
 - h. Ask the artist to provide you with an artist statement about their style, their art and their biographical information. Also request photos of their art you can use in promoting the DEMO.
 - i. Make sure that if the artist has not sent back the Facilities Request Form, you also ask the artist to let you know exactly what equipment setup you will need for an effective DEMO.
 - j. Once returned signed, the contract and facilities request form must be saved electronically and forwarded to the Director of Member Programs for inclusion in the LAA Dropbox.

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- k. Ensure that the DEMO is entered properly on the LAA calendar (Date, times, location).
- l. The goal of planning is to have a complete list of DEMOs and dates by the end of December.

3. MARKETING:

- a. Coordinate DEMO information for inclusion in the issue of the LAA Newsletter timed for the Member Meeting where the DEMO artist will appear.
- b. Provide the materials you collect to the DMP (or a marketing department if formed) regarding the Demo Artist (including photographs) that LAA may want to use to promote the Member Meeting and the DEMO using media channels other than the Newsletter (e.g. LAA's Facebook page, or Instagram, etc.).

4. DEMO PREPARATION:

- a. Make a reminder call to the DEMO artist at the beginning of the month they will be demonstrating and remind the artist of their date and time. Ask if they have any changes to make to the list of items they expect LAA to provide.
- b. Make a reminder call the week of the DEMO and remind the artist of their date and time again; recheck what materials would be needed and update the A/V Team of any changes.
- c. Make sure the artist has good directions to the art center and remind the artist that there will be a coned off section at the art center for their use. Tell the artist to call you when they are close so that you can remove the cones for them to park.
- d. If the artist has any questions, be sure those questions are answered.
- e. Call or write to the LAA Treasurer to make sure they prepare and provide you with a check for the artist's payment. Remind the Treasurer what the fee is and who the check should be made out to.
- f. Double check with the A/V Team to ensure they know what they are going to provide.
- g. Since you will be introducing the artist to LAA Members, you should research the artist and create an introduction.

5. DEMO PRODUCTION:

- a. On the night of the DEMO put out the parking cones to reserve a parking spot right by the Art Center for the artist. We don't want them to have to carry all the equipment or supplies they need too far. The cones should be out no later than 6pm (otherwise the members and setup teams will take the close-by parking spaces).
- b. The artist should call you when they are close so that you can move the cones for them and greet them.
- c. Help the artist carry their equipment and supplies, introduce them to the

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A/V team and then help them get set up.

- d. You need to be sure you have the check for the artist so you can pay them after their presentation.
 - e. You will need to introduce the artist and tell a little bit about them before the presentation.
 - f. You will need to keep the artist informed of the time remaining so they can complete their DEMO within one hour.
- 6. DEMO COMPLETION AND FOLLOWUP:**
- a. At the end of the presentation - Thank the artist and then help the artist with the take down and pay them.
 - b. Assist the artist in returning their materials back to their car.
 - c. The day following the DEMO write the artist a Thank You note expressing LAA's gratitude for their DEMO (and, if appropriate, their upcoming Member Program).