



AEOLIAN DAY 2015

- EVENT MANAGEMENT
- ARTIST & PARTNER COORDINATION
- MARKETING AND PROMOTION



EVENT PLAN AND PARTICIPATION

- Coordinated with the venue company to discuss and finalize the event format
- Launched a call-for-proposals online and managed submissions on google suite
- Post proposal reviews, communicated with the finalists and organized an artist meetup
- Developed artist profile and soundwork profile
- Coordinated with the individual artists to manage specific requirements during the event
- Created a layout of the exhibition

THE
BOTTLE
ORGAN

STEWART PORT

CHATTY
SPRING
BALLZ

CERE DAVIS

HARMONIC
WINDUP

DAVID ILSTRUP
ADAM SHEPPARD

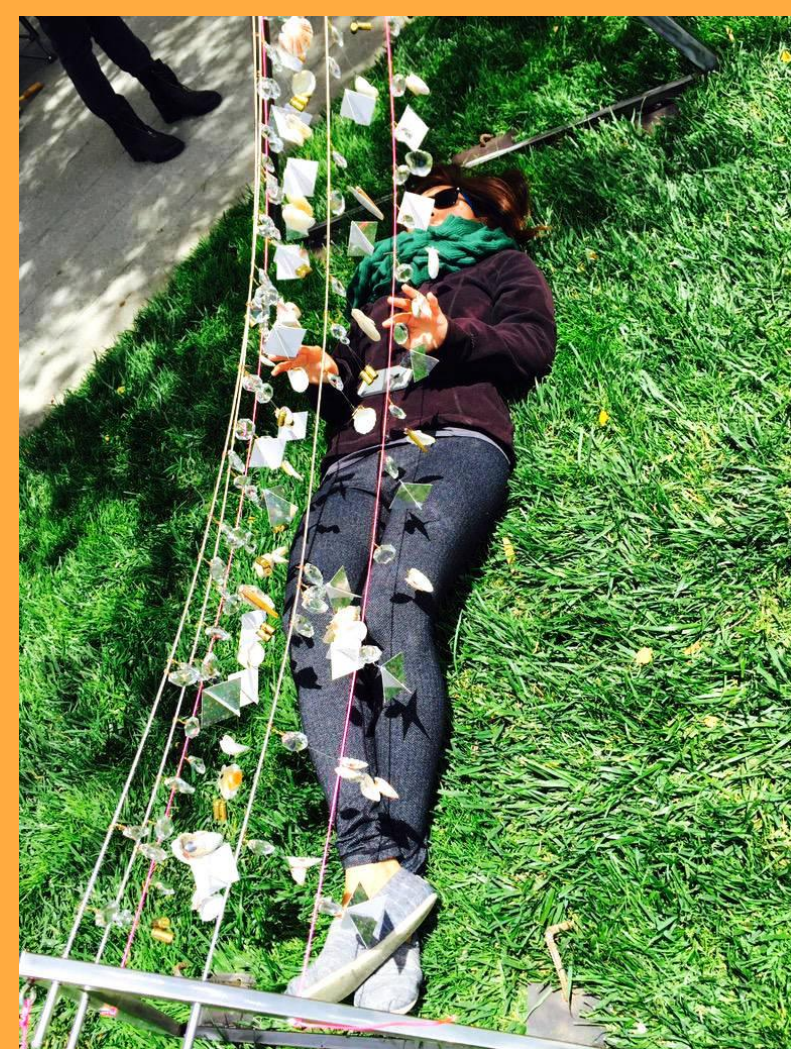
WHIRLING
WIND
MACHINE

EDWARD SCHOCKER
SUDHU TEWARI



MARKETING & PROMOTION

- Created a detailed **marketing/promotion plan** to ensure artist participation, awareness and community engagement
- Developed and sent various **newsletters** to call for proposals, invite volunteers and to promote the event
- Ran a **response-targeted social media campaign** to boost the event page visibility
- Wrote **content for web-pages**, posters, newsletters and social media updates
- Assembled a **volunteer team** for the final day
- Ran a **fundraiser campaign for 24-hours** and raised funds to enhance the event



ON-GROUND EVENT MANAGEMENT

- Designed event signage and layout of the exhibits in the park
- Managed event setup, exhibit setup and signage through the venue
- Greeted and guided visitors with an exhibition map handout
- Organized and ran a vote-your-favorite-soundwork activity
- Managed partnerships such as free coupons to artists, farmer's market beverage supply
- Coordinated with a volunteer videographer to capture the event, artist interviews



FEEDBACK & PROJECT CLOSE

- Coordinated with the videographer to compile the recordings into a final event video
- Coordinated with the sound-recordist to create a collection of soundbites of various instruments and displays
- Communicated with the partners and artists to evaluate the festival, and shared it with the nonprofit team
- Provided a detailed feedback document to the nonprofit staff to inform future events

The project was a great success and opened doors for future efforts and programs.