

Private View

This PDF offers, hints, tips and some practice exercises to either print out and fill in or copy. We hope it's useful and gives you some practical advice to make the most of your private view.

Gary Card's Top Tips :

Gary used industry events to improve his contacts, profile and address book.

Tip: Use events as an opportunity to make contacts and develop leads for future work or collaborations.

Tip: Introduce yourself to people – if you recognise them, say where from – or find common ground to start a conversation. If this doesn't work don't worry, just move on!

Tip: Prepare before going to an event – try to find out who is going to be there.

Philippa Hadley Choy's Top Tips :

Phillipa talks about her work at her own private views.

Tip: Have an opening gambit which allows you to start talking succinctly about your work to anyone. Think about something that inspired your work or an over-arching aim you're trying to achieve, then move on to talk about individual pieces.

Rob Imeson, Dean of Students' Top Tips :

Rob attends many private views a year across the University.

Tip: Don't spend the entire show talking to family and friends, circulate – talk to people you don't recognise especially if they're looking at your work. Find out who people are when you're speaking to them.

Tip: When preparing work for the show, don't forget what an opportunity the event is itself – prepare for this too.

Tip: Don't be afraid to be passionate about your work and to show it off to people. Use your show as the first chance to show your work to a wider audience. Be proud of it and be enthusiastic.

Activities

Use these activities to help you prepare for events and shows. You should regularly re-visit the targets you set yourself to make sure they are still relevant.

When attending other events

I will aim to attend events a month

I will aim to talk to people at each event

I aim to exchange business cards

When talking about my work

I will have a succinct phrase prepared that sums up my work. Think about key points about your work for each new major phase or project.

The three key points of my current work are

When planning my private view

I will invite professional contacts to attend hours before my friends to give me time to talk to them.

I will give myself amount of time per day for weeks before the show to prepare for the event.