

**AOS 2020 Quick Start Guide: *Making The Most Of Your VIRTUAL AOS Experience:***

**ARLINGTON OPEN STUDIOS | SATURDAY, NOVEMBER 14, 11-5PM**

* + - * **REGISTRATION DEADLINE: September 8, 2020**
			* **ARTIST CHECK-IN:** Artists will receive an email with event logistics and more information **on September 15, 2020 *PLEASE EMAIL AOS Director Pam Shanley at*** ***pam@acarts.org*** ***if you do not receive an email by September 15.***

**TRAINING SESSIONS & LEARNING OPPS:**

* Pre-Deadline Q&A Sessions:
	+ **August 19 @ 7pm**
	+ **August 23 @ 4pm**
* After Deadline General Event Info Session:
	+ **September 16 @ 7pm**
* FREE Workshops: *ACA will be offering free workshops to AOS 2020 participants taught by artist and arts consultant Anna Koon to learn more about how to sell your work online.*
	+ **Selling your Artwork Online - September 24 @ 7pm**
	+ **Maintaining Your Online Brand - October 1 @ 7pm**
	+ **Creating Successful In-Studio Events - October 8 @ 7pm**

**EVENT FEATURES:**

* **AOS Online Artist Directory**
	+ This Online Directory will be presented on the ACA website and will start **November 14** and run through **December 31, 2020**
	+ It will feature up to 15 images and link to individual artist page
* **Selling Art**
	+ **Option #1**
		- Sell your art online, if you have your own e-commerce pages (Esty, Shopify, , Big Cartel, website, etc). No fee for sold artwork is charged.
	+ **Option #2**
		- ACA AOS Artist Online Market: Artists have the option to have ACA list their artwork for sale through ACA’s Online Market. There is a 70/30 spilt on all sales
* **LIVE Arts**
	+ **Pre-recorded/Live Artist Demos** *(great way to promote your work during AOS)*
	+ **Pre-recorded/Live Virtual Studio Tours** *(great way to promote your work during AOS)*
	+ **Poetry Readings**
	+ **Music & Dance Performances**

**ARTIST MARKETING TOOLKIT:**

Our Communications Team will be assembling a tool kit for artists to use in promoting AOS. It will be shared as a Google Drive folder and will include several formats of promotional images for print and digital use. This folder will be sent out to artists by **Thursday, October 1.**