

**“How to Get Hung”: A Ten-Point Exemplar and Strategy
Arts Management Dash
Shenandoah University, April 28, 2006
GERALDINE WOJNO KIEFER, Artist and Art Historian**

Outline of presentation

- I. Artist’s biography and exhibition record**
- II. How to get noticed? Contents of the presentation packet**
- III. How to draw the “reader” in: The artist’s statement**
- IV. How to include information: The artist’s biography sheet**
- V. How to sustain the reader/gallery owner: Images and captions**
- VI. How to get the point across over time: The Powerpoint presentation, on CD**
- VII. How to get hung: Strategies for galleries**
- VIII. How to stay viable: Strategies for grants and juried shows**
- IX. How to stay organized: Lists and labels for current work**
- X. How to stay current: The artist’s website**