

Art All Night-X Event Organizer

Job Description

The AAN-X Event Organizer (EO) needs many skills, but arts management experience is far down the list of those required. Here are the top qualities needed to succeed in producing AAN-X:

1. Deep experience with volunteer recruitment, retention, training, and management

- Recruitment: To meet AAN-International's first year goals, the Event Organizer will need to recruit volunteers of all ages, backgrounds, and incomes. In the first year, 150 volunteers are needed on the day of the event. In the second year, 225 volunteers are needed on the day of the event and between 45 and 65 volunteers will help produce it over 6 months prior. In the third year these numbers increase further.
- Retention: Recruiting volunteers is the easy part. Especially in the first year, more than half of those who said that they would like to volunteer, will not show up. Of those that do show up, half will not come back a second time. So volunteer retainment is an ongoing challenge.
- Training: The premise of AAN is that volunteers learn valuable skills while producing the event. For this reason, the Event Organizer must also be a teacher of the various skills volunteers need to have to produce a large scale event like: How to Perform Guerilla Marketing, How to Lead a Meeting, and How to Recruit Other Volunteers
- Management: But since the Event Organizer cannot be everywhere at once, they will need to delegate some of these responsibilities to other volunteers who act as deputies.

2. Has the anticipation of a champion chess player with creative problem solving abilities

The AAN budget is very small. Yet it works because the community (government, businesses, foundations, churches, and most of all, people) donate their time and resources. However, just as all of these favors and gifts are given, they can just as easily be rescinded.

Here are two examples of how the Event Organizer needs to prepare for contingencies.

- Imagine a business that offers AAN-X the free use of its two-way radios which the volunteers will use to communicate during the event. But then a paying client comes to that business and wants to rent those same radios. The donor business may choose to rescind their offer to AAN-X in favor of the paying customer. This happens all the time with donated items. *Nothing* is as secure as when you pay for goods and services.
- Likewise, a key volunteer might have a death in the family and can no longer participate in the event.

The point here is that the Event Organizer needs to anticipate weaknesses that could derail the event and have realistic alternatives prepared. The need to fall back on an alternate plan will happen over and over again.

3. The ability to manage thousands of details but still be a creative force

Organizing AAN requires organizing a series of details, details, and more details. There are many moving parts that are all interrelated. Yet to hire someone who only has great attention to detail

means the event will likely be bland and uninspired. Conversely, to hire someone who only has great vision means the event may be sloppy and likely not meet the funders goals. (Prediction: Whoever is hired for this position will turn to their Supervisor after the event and say, "This is one of the most complicated endeavors I have ever managed.")

Here are some of the activities that must be managed:

- Recruit hundreds of volunteers
- Manage volunteers across 8 committees for 6 months
- Promote the event to artists and guests, many of whom will not understand the concept
- Find corporate sponsors
- Create a website, manage social media. Create posters, event signage, t-shirts.
- Assemble materials to erect stages and build gallery walls
- Find and modify a physical space to hold the event. Set up stages for music and other spaces for special art demonstrations. Build gallery walls
- Bring in artistic lighting
- Obtain insurance and all permits from the local government
- Receive the art. Artists must register and sign a waiver
- Hang the art
- Manage the sales of those pieces that were sold
- Return unsold art
- Hold 24 hours of live music
- Hold meaningful art activities for children
- Ensure the safety of guests watching epic but potentially dangerous art demonstrations
- Manage food and alcohol sales. Manage the sale of Tshirts and receive donations
- Pick up cash from various points and do this throughout the night
- Ensure bathrooms are clean and trash is removed
- Ensure that the art on display is not damaged or stolen. Ensure the safety of all participants

Again, the Event Organizer will need to do all of this with a very small budget and, in year 2 and beyond, with an all-volunteer production team.

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Finally, the Event Organizer needs to do 1, 2, and 3 with charm, charisma, and composure. The Event Organizer is the spokesperson and face of the event. They must be equally comfortable with door knocking in the city's poorest areas as well as chatting up a potential wealthy donor at a cocktail party. The event lives and dies with the success of this person.

Is your Organization equipped to manage such a person? Does your organization have the time and experience to give them the required guidance and support?