

AGM

Thanks to all the members for coming

Thanks to the committee for their hard work support and commitment

Review of 2018

1. We were a much more focused committee this year, aware of the jobs to be done, a few early concerns about the coordinator role as Morag had to step down, her place has been filled admirably by Louise who has certainly been an enthusiastic addition to the committee.
2. As with 2017, although it was our second year we still things to learn with many days still feel like a school day, as team we are working to our strengths more and more and I am feeling very positive that although there will be changes to the committee any new additions will bring fresh and exciting ideas.

It still comes as a surprise to NEOS visitors that we are run by a volunteer committee – where would we be without them!!

3. 2018 SIGN UP we still had a few issues with the website and these will be addressed for 2019
4. SIGN UP Open -advertising, we made a committee decision not to use conventional advertising this year and this we do not feel it impacted on the numbers signing up, a social media campaign using the fabulous graphics supplied by Linda helped our page look fresh
5. YOYP-We offered bursary places to 6 artists to encourage the next generation to get involved and this was we think a successful initiative we will hear late form one of young artists on their experience.

THE BOOK-

Pulling it together, is still a mammoth job and the main issues highlighted were again

- Issue with payment ID, this has improved with the help of Lily Taylor our membership secretary
- Incomplete entries- members not completing the application waiting for verification
- Address format

Book cover we went with the yellow theme with the emphasis on the 15 years of NEOS and chose to make our full title more prominent to help it clearer what NEOS stands for Thanks Phil again for pulling the great graphics

NEOS AT PORTSOY BOAT FESTIVAL

- Great opportunity to highlight what NEOS was about
- Thanks to participants
- Thanks to Elaine for running the show
- Thanks to Fiona and Brian's van for making it happen

Very Positive feedback from visitors, huge undertaking for all involved, lugging screens down three flights of stairs, painting climbing ladders and phone boxes to put up bunting and transforming a drab hall to a beautiful curated space which truly impressed our visitors

Negatives-location away from main hub but indications are our visibility would improve if we keep this a regular event, would be good as book launch if we could get this organised

Pave the way for possibility of other collaborations and curated NEOS events

MARKETING & SOCIAL MEDIA CAMPAIGN

We have made social media the focus of our marketing campaign for 2018 using Hootsuite which allow posts to be made at the same time across all three main platforms. The graphs clearly show how our followers have increased and that those who are following are interested in what they see

We were lucky enough to secure funding via a capacity grant from Aberdeenshire Council to make 10 films which has created a huge amount of interest, thanks should go to Fiona for running with this idea and making this happen by completing the application(A tortuous experience) and coordinating the videos, it was a big undertaking but the results I think you will agree are amazing. THANK YOU !!!

- The campaign began with our YOYP artists taking over Instagram and their images on Facebook
- Followed by daily posts of every artist taking part (284) by location
- Short slideshow /videos by discipline
- 9 commissioned films using funding from Aberdeen City Council Capacity Grant

We will be repeating this for 2019 with maybe a little twist so please make your images square and your statement interesting ...we only have 140 characters on twitter and Instagram like square...this would save the social media person from swearing and shouting. !!!

I can't emphasise enough how important it is for you to help us maintain the interest of all our followers I am sure you know that Facebook etc love to only let you see what they want and after the effort that has gone into building an interesting page we would like to maximise this ...its for your benefit after all..

Whatever you are doing please post on your pages and use @NorthEastOpenStudios and we can pick it up and share, we will re-run the videos and the images from the whole campaign, but it would be great to get some stories from you 😊

Website-Improvement because of our dedicated web coordinator-Linda who has been responsible for our great graphics too

ABERDEEN FESTIVALS

Have provided the same support as last year with the usual Shop Vinyl's , Pop ups, Newspaper, STV on line, calendar of events publicity in all other festivals advertising literature and on their websites-eBook, we also had a dedicated blogger Khati who visited some of our members -<https://www.watchmese.com/>

AREA REPS

Members were invited to meet their local area reps ahead of NEOS , this was geared towards new members but was open to anyone, a few attended but were a little disappointed with the response especially as the feedback indicates that some members especially first time exhibitors would appreciate more support

Our Key objectives for 2019

1. Improve the website and introduce online payments
2. Better Map
3. Build on our social media success we need you help to achieve
4. Spread the NEOS word
5. Pop up events **Get Media Savvy**, bring you phone and get to grips with how to....! Wine available but no compulsory
6. New exhibitor support
7. Get you guys to be more engaged and read your emails to the End !!!

WE HAVE BEEN NOMINATED FOR BEST CULTURAL EVENT IN THE ACASTA AWARDS !!!

THANK YOU FOR YOUR SUPPORT DURING MY TIME AS CHAIR ESPECAILY TO THE COMMITTEE AND VICE CHAIR, IT HAS BEEN A CHALLENGE BUT ONE I HAVE FOR THE MOST PART ENJOYED...THERE HAVE DEFINTELY BEEN MOMENTS

WE ARE IN VERY POSITIVE PLACE AND LOOKING FORWARD TO THE NEXT 15 YEARS OF NORTH EAST OPEN STUDIOS AND YOU SHOULD ALL BE PROUD TO BE PART OF IT !!!

WE ARE ALL NEOS...so let's work together to make 2019 amazing good luck