

## CASE PROBLEM 2

### Art Gallery Opportunity

Assume a city large enough to have an art center, a community college, several high schools and manufacturing enterprises.

Reflecting your company's interest in enhancing cultural opportunities for its employees and the community in general, you are serving as occasional unpaid consultant on public relations for the Art Center, which has no staff trained in this field.

A factory owner in the city has business connections in the Far East and travels frequently to Japan. Over the years, he has built an enviable private collection of textiles, ceramics and other art objects. It has never been open to the public; guests in his home have seen some items. Now the Boston Museum of Fine Arts has asked him to lend several dozen pieces for a comprehensive show it is assembling from the period before Japan was opened to commerce with the western world. He has agreed.

He is offering to let the local Art Center exhibit the pieces before they are shipped. You may have them for 30 days or more, so long as they depart for Boston on time.

To meet the timetable, the show here must conclude in less than 60 days. The Art Center's bimonthly newsletter for that period has just gone to press.

The Art Center's promotion budget is already fully committed or spent, but the director really wants to take advantage of the opportunity. The technical staff can mount the exhibit, and the director can make suitable space available.

*A fortunate coincidence:* "Japanese week" at the area college, with a number of distinguished guest speakers, will occur during the proposed show period. Another factor: Instruction in Japanese is offered at the downtown central campus to students in all high schools in the area.

**A. Outline a public relations plan** you can take to the Art Center board of directors later this week, showing how this event can be promoted and appropriate attendance assured, at no or very little out-of-pocket cost. Include your research activity, at least three objectives, your strategies, six tactics/tools/activities, and how you will evaluate the results.

**B. As an alternative,** you would like to offer higher-class treatment through corporate or institutional sponsorship of the exhibit. Outline a budget for additional purchased materials or services, which could be submitted to potential sponsors, and indicate how the sponsor or sponsors would receive visibility. Include any additional elements (objectives, strategies, tactics) to be incorporated into your plan for presentation to sponsors.