

CONNECT! COMPETITION AT-A-GLANCE GUIDE

Essential for venues & artists

The Connect! competition goes live to a public vote at Noon on Friday 1st May 2015. At this point the public will be able to vote in any of six polls for each artist to go to one venue.

Voters can vote once in each poll. Only votes cast through the online polls will count.

Each artist has five venues competing for them. The venue with the most votes at a time TBC on Saturday 16th May will win.

Culture24 will conduct a PR and marketing campaign about the competition overall during the voting period.

The Connect! pages on the Museums at Night website will feature artist profiles, venue submitted copy about their event, links to the venue record on the website and information about the competition for voters.

The voter must supply an email address to enter the competition and will have the option to supply Culture24 with more details. This information will be passed on to the appropriate venue conducting a Museums at Night festival event derived from the Connect! competition and should be used by the venue in a ticket ballot for the event (see [Connect! Ts & Cs for venues](#) for more information).

All events will take place on either Friday 30 or Saturday 31 October 2015.

Essentials for venues

All participating venues are encouraged to use every means at their disposal to galvanise as many people as possible to vote for their venue. This could include local TV, radio and newspaper exposure; digital marketing through Twitter and Facebook; venue e-newsletters and website profile and posters and leaflets designed for inside and outside the venue. You might devise an alternative method of publicity that we haven't thought of yet: we encourage this, as long as it does not disparage or criticise the other venues taking part in the competition.

There is a downloadable Connect! competition asset pack including competition logos, artists' images and competition Ts&Cs available for participating venues.

All participating venues are encouraged to keep their venue records on the Culture24 website up-to-date.

Culture24's Twitter messaging to the sector will go through the @museumsatnight account or #matn2015 and the public facing messaging will go through @culture24, using the same hashtag.

The polling will be conducted in six identical widgets specially designed for this competition. The voter will be able to vote for the venue of their choice, and once they have voted, see the latest poll status expressed in a percentage of the total votes cast.

Once the voting has finished and the winners have been announced Culture24 will be in touch with all the venues taking part to thank them and help them to the next stage. **REMEMBER, EVEN VENUES**

THAT DON'T WIN AN ARTIST CAN GET AT LEAST £100 TOWARDS THE COST OF STAGING AN ALTERNATIVE MUSEUMS AT NIGHT EVENT.

Each of the six venues staging a Museums at Night festival event derived from the Connect! competition will be supplied with a Museums at Night branded pop-up banner to be displayed at the venue.

Essentials for artists

We ask all participating artists to do everything they can to highlight the competition to their followers and networks **without** leaning towards one venue or another.

There will be a mandatory artist site visit, which a Culture24 member of staff will attend, to be arranged between the results announcement and the event in May. **The sooner this happens, the better! It's much easier to iron out potential problems in in May than in October.**

All travel and accommodation arrangements and costs will be covered by Culture24, however if the artist or the venue prefer to arrange this themselves Culture24 will reimburse the costs on supply of the appropriate receipts.