

CHAPTER THIRTEEN

KEEPING RECORDS

What Really Happened

When organising a book exhibition, each stage seems so fresh in the mind that it seems as though it can never be forgotten. Within as little as a year, though, members of the committee are sure to be asking one another: Did we have 300 or 500 books? Was the opening at lunchtime or in the early evening? What did we spend on posters? How many people came to the opening party? And so on. So if there is any likelihood that other exhibitions will be held on future occasions, make sure to keep a careful record of exactly what happened on this occasion.

Attendance

Three things are specially worth noting. The first is the record of daily and weekly attendance. At some exhibitions precise figures are known because visitors on arrival or departure sign a book provided for the purpose. At others, the invigilators keep a rough check by writing an "X" or a tick on a piece of scrap paper every time a newcomer enters the exhibition area.

A Photographic Record

The second useful record is photographic. Photographs, both of those involved and of the design and layout, can be extremely useful for future reference. They need not cost much, since what is required are simple shots not fancy art photographs.

Special Points

The third is a short account of any points of special interest. The weather, for example, in some countries can have a great effect on attendance. Two years later one may be very puzzled by a three-day drop in the number of visitors unless someone has noted: "Tuesday to Thursday, heavy snow". On the other hand, the arrival of a local fair or carnival may have greatly increased attendance, but this will be forgotten in later years unless the fact is noted.