

## Lessons learnt from preparing exhibits

I have participated in a number of national philatelic exhibitions. One of the most valuable experiences has been the seeking and receiving of feedback from colleagues who have previously judged at this level.

Over time their collective wisdom and comments has led me to develop a series of principles which I try to incorporate in to my exhibition preparation process. The number of principles has slowly grown and now stands at eight. For lack of a better description I call them the "Sees (Cs) of exhibiting" I thought it would be a good idea to share these with you and others in the hopes that a couple of more principles could be identified.

### The "C"s of Exhibiting

- Composition:** What is the story I want to tell and how will I do it?
- Content:** What do I have and what/how do I want use it. Do I need to include all?
- Clarity:** How do I make sure all the information I use is clearly communicated to the Viewer?
- Concise:** How do I minimise the verbiage without distracting from the message?
- Closure:** How do I finish the story?
- Consistency:** Have I made sure the layout, usage of fonts etc., is consistent throughout the Exhibit?
- Comments:** Who am I going to approach and why? (I am looking for objective feedback and suggestions).
- Control:** This is my exhibit. I must make the decisions on what feedback and suggestions to either include or exclude

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