

# Draft 2

## AUCB FINE ART DEGREE SHOWS 2011

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# 1. The Work- Artist Responsibility

This section focuses on the most important part of the degree shows, the work. As it is the primary concern for each individual on the course that their work is successful and to articulate their own distinctive practice at these shows we must endeavour to keep the art work at the forefront of our preparation process. This is responsibility of the artist as it is impossible to make plans based on the work till late on in the process.

It is the responsibility of all us to make sure our work is complete and to the highest standard. We must also all take responsibility for the manufacture of both the work and the supporting material, including photographs and artist statements as well as fixtures for hanging, plinths and screens etc.

We must all take it on ourselves to learn and become proficient in any skill required in the product and display of our work before we embark on putting on the degree shows. We should all agree that it is in our interest to become as independent as possible before we complete the course and that Paul, Patrick and our tutors should be our port call for advice and support, **Not labour!** If we need people to help we should ask each other, it is especially beneficial that we come together and begin to know each others work as much as possible.

The more time Paul and Patrick are free during the run up to the show to focus on the creating space for our work the better, if we want our show to be the best ever show we need to be the most able year group ever, this means knowing our own work and skills it requires.

## The work in context

For our work to be successful we all must acknowledge the importance of the context our work is placed within, if the show is successful our work will shine, if the show is any thing else, even the best of our work will be neutralised and boring. With this in mind we should really push to make work that will shine in the contexts of the shows and also to make contexts within the shows that frame our work perfectly. We should all agree to think hard about the framing of the show and our work. As we have been pushed to learn on this course, understanding is being able to place things within contexts to forge links, it's our job as artist to play with those links. So if we want to communication, question, challenge and engage an audience it's our task to understand and utilise contexts; the physical and spatial, the visual and audible and beyond to social, political, theoretical and metaphysical frame works.

From now on we are making work for a purpose, the degree shows which will make our reputation and will be the culmination of years and years of our hard work and dedication. That purpose, the degree exhibition, is to show everyone out there each of our unique and impressive takes on art and life, to paraphrase *Oscar Wilde*. "a work of art is the unique result of a unique temperament. Its beauty comes from the fact that the author is what he (or she) is. It has nothing to do with the fact that other people want what they want."

Now is the perfect time to start to consider how our art practice will translate to such spaces, on the most part it may mean we slightly alter what we do to produce pieces which work significantly better but for some of us it an opportunity to completely change parts of our approach to make pieces that will really challenge the spaces. For example Tom's suggestion that someone like Charles could make massive paintings to dominate and create real presence in the London space. Whether its big or small, content or form we should all think about how we individually should respond to challenges of the degree shows.

To ensure our shows are the success we desire we will undertake and put into action rigorous research- see section 3. **Curation, Hanging and Exhibition Research**

### 1a. Skill Swap- if you have a skill share it

We will make an effort teach each other through one to one and workshops.

We need to decide who can teach what and when and if there is any other skill workshops needed from outside the group. It should be down to the individuals sharing the skills to organise these session with others but to make this easier we will set up an area on the level 6 notice board for workshops and peer to peer support plus a shared document goggle docs with times and place.

### 1b. DEADLINES

What is the deadline for degree show work?

THERE WILL BE A PROPOSAL AND PROPOSAL PANEL FOR DEGREE SHOW WORK

### 1c. Get to know others and their work

We should find ways to get to know each-others the work particularly making effort between the full time and part time cohorts and other courses work if we are exhibiting with them in London.

**WHAT IS MISSING FROM THIS SECTION?**

## 2. London Degree Show Choices

### Zoe and Simon

Will research and find out all the information about the London show and how it will work.

#### Including a Showcase ?

- What will this mean? How will it be done? Selected works install as part of the show or course banners and it at one end of the show?
- Concerns that it will take focus off us, that may be seen purely an AUCB marketing event
- What works and what courses will be represented?
- Will there be lots of ambassadors in uniform?
- What are the pros? Advertising? Cost of space less for us? Strengthening the impression of the show with strong works

#### Fine Art and Illustration

- Cost of splitting T1 space?
- individual costs- £150?
- Making a show between to equal partners? Tension?
- How would this work out as a show?
- How do illustration and fine art relate? Will it be a contrasting and complimentary show?

#### Fine Art and Illustration and Another course

- What course? Which one makes sense?
- Can we get them onboard?
- Space and cost for this?

And any other questions concerning the London show... be great for this team could help develop section 12 (everything needs to be done for **The London show**)

### **3. Naming The Shows**

This is likely to be second most contested choice we will have to make as a group. If we have chosen to have our own London show then we will only have to make one decision about a name as we will use the same name for both, if not we will make one decision as a year group then one across the course groups. Both decisions will be made in the same manner.

**When is the DEADLINE for naming the degree shows?**

#### **3a. Open submission**

Everyone will be invited to enter name ideas for the show by placing them in a box or boxes outside the course offices this will have set deadline for submissions.

#### **3b. Group select the best 5 (is this a suitable number?)**

A Group made up of students, Mike, Tom and other course team will select from all the entries and select the 5 best names. **How are the students selected for this group?**

#### **3c. Voting team will organise ballot- (Tori and Kathryn Crawford will organise this ballot)**

This group will over see the decision making process, making the ballots and ballot box and counting up the vote.

#### **How will we do the vote?**

We could have first and second choice on the ballot and weight it as 1.0 vote for first choice and 0.5 vote for second choice.

I am unsure how this will affect the result, beyond that it will make choosing easier for us as voters if we get to pick 2 options and that we are more likely have an option we choose be the result and this will help keep us feeling apart of it. Plus a majority second choice will help determine a clear result if the first choices are quite evenly spread. This should be considered and decided by the voting team.

**Everyone will be given a ballot and will mark their vote; these will be collated to get the result. Only Mike and course team have veto and can call a revote.**

**IS THIS HOW IT HAS BEEN DONE IN PAST YEARS?**

**IS THIS THE BEST WAY?**

**WHAT IS MISSING FROM THIS SECTION?**

## 4. Curation, Hanging and Exhibition Research

Claire, Lynsey, Charlotte, Jen, Fred, bex and Jack

This section focusing on the challenge of making the two shows the most dynamic and strong degree exhibitions of any course and institution in the country. We will achieve this through dedication to research and testing of ideas and inevitably by taking some big bold but highly considered risks along side smaller but equally important experiments in engaging audiences.

### 4a. Testing Display

It is the responsibility of all us examine systems of display and the dynamics of hanging our work with others, we should do this by continually using the book-able spaces and putting on small exhibitions and experiments. To accompany this we need to be as vocal and critical. To really consider what we are achieving through the choices we make in how we present our resolved work. If we all do this then collectively we can gain a huge bank of understandings. We must learn what our work really needs, what is beneficial to its success, and what is superfluous.

### 4b. Developing Taste and Judgement

We should all research exhibitions past and present, specially degree shows of our rival institutions, so that we can begin to identify what makes a strong and powerful show and what makes a boring and weak showing.

### 4c. Work together to enable those can and want to, to make it the shows we all need them to be

Curation and structural systems for presenting art isn't something we all good at or interest in, but there are those in our year, who care about these things, who are interested and able, for whom it is key part or even the core of their immersing practice. These people need our support and we need them. We need them because without them we will end up with an average show that makes no waves in the world of art and that doesn't engage an audience the way our work deserves to. These people will become those artist and curators that set up exhibitions and events, that make things happen that we intern will be able to be apart of. They need the rest of us to work with them so that they can become those people and can develop those skills, they need to work with and for us because we make the work that they use to make a great show. There job will be to encourage and lead an audience to explore the wonders of each piece of work, by setting up busy spaces, quite spaces, contrasts and harmonies, bringing out elements that unite and points that divide to induce a level of interest and exploration that would otherwise be suppress and conceal in a bland, dry and harsh contemporary art environment. To make our show have the exciting, lively and absorbing atmosphere we will proud to call ours we need to take ownership, work hard and make some calculated risks.

Although I have phased it as them and us, really it is all just us because these degrees shows are huge collaborations and like any big collaboration we all need those who will push, pull, direct, encourage and point the way so we all end up at the place we want to be!

### 4d. Make a team for research

To enable anyone among us who is passionate about pointing the way to two successful shows we will set up a **Curation, Hanging and Exhibition Research Group** that will take part in an open and regular symposium on the subject. This may lead to some distinct visions for our degree show, at which point we as year we would come together to discuss what these ideas would mean for our shows and how and if we utilise them. Co-operation will be crucial and this team will gain and earn the confidence of the year group.

We will invite tutors such as Stephanie James and Phillipa Hadley Choy to enter into the discussions so we can use their years of experience and knowledge of subject and for them to critique our ideas whilst motivating and challenging us.

**Jack Honeysett** will be in-charge of running **CHERG**. (Which could be renamed)

### Aims of the group:

- Rigorous research of exhibitions and curators
- Look at past degree shows- when are the London colleges shows on? Which week of free range would we be?
- What is free range like? How has it covered our shows?
- Talk to last two years graduates about what they think worked and what would have done differently. Focusing on the degree show as stepping stone to other shows and work
- Get to know everyone's work in level 6 and begin talking about what is important to the artists
- Consider how the performance and video works could best used in the spaces, particularly with large amount wall work in rest of level 6.
- Test ideas
- Have regular and open conversations
- Spread your knowledge
- Begin to form ideas for the shows and work to set them in action

**WHAT IS MISSING FROM THIS SECTION?**

## 5. Money

This section focuses on what money we will need and for what, plus how the flow of money will be controlled.

**Treasurer -Lana with help from Alex and Perni**

**Treasurer role**

The treasurer will be responsible for the flow on money; they will need to be reliable and able control money coming in and out. It there job to maintain cash flow and keeping meticulous records of the transactions. They should be good with numbers and able to make sure people are accountable and considered in their spending, to ensure value for money and profitable ventures. They will primarily deal with the finance office and different fund-raising teams and later stages the marketing team, whilst always keeping Mike and the course team confident in our competency. The Treasurer should always be able to high light problems in plans and be open and honest about losses and errors.

**5b. What are the cost?**

-Collate a preliminary list of materials and services and their cost.

**5c. Make a preliminary budget**

-Use last years budget and costs as basis for an initial budget

-Develop this so that we can estimate a total figure that we need to raise.

-What is covered by the course budget?

-What is the promotion and marketing budget?

**5d. Set the amount each individual in London show has to pay**

This should be based on previous years, what other courses have to pay if we are sharing a space and on the amount we can feasibly raise through other means.

**WHAT IS MISSING FROM THIS SECTION?**

## 6. Fund-raising

This section outlines how we will raise the necessary funds for the degree shows.

**We will divide into 3 teams- Team Tiger, Team Eagle, Team Shark**

Each team will take on one or two fundraiser events, although everyone will support each other and anyone can be apart of any and all the events. The teams are to insure no one is taking on too much or spending too much time fund-raising and that everyone in the year is involved and accountable. One team will focus solely on the Art Auction as this is a huge event and takes the most time to organise and is how we intend to make the most money. Each team will have one person in charge of finance and budgeting, one person leading the group and if it seems sensible a person to manage each project or event. Although we will be in teams and there will be leaders it will be down to all us to support, encourage, communicate to each other and to take responsibility for making the events a success.

Team Tiger- will put on the Art Auction

The other two teams will organise two events or fund-raising elements, such as a house party and a quiz night or pub event and sponsored challenges or raffle.

Some ideas so far:

**Art auction-** target £4,000? What was last years figure?

**House party fundraiser-** target £500(based on the cardboard house party)

**Winchester fundraiser-** target £600(based on last years event)

**Quiz night**

**Fine Art slave Auction**

**Merchandise- Xmas cards, Bags and T-shirts-** these would need to be very considered to insure profit

**Sponsored challenges-** Could make the target amount the distance travelled in total across all the challenges

Should set up a just-giving page

*Could be a series of events/challenges under same raffle and sponsor system... so that can sell raffle tickets, top prize sky dive, so people can sponsor us through that people might spend more than would just sponsoring to get more tickets and chance to win the prizes.*

*Or it could run as two separate things.*

Run- distance from Bournemouth to London show shared out among the group  
Certain distance of wax strips- sell them £2 to £5 a strip to inflict pain on volunteering men  
Swim the whole of Bournemouth beach stretch  
Walk  
Bike ride  
Mile long drawing  
Long sandcastle  
Or more silly  
Sky dive and raffle win a sky dive- costs £150 per person- we can work out the distance travelled in the sky

#### **ALSO CONSIDER COMMERCIAL SPONSORSHIP FOR THE SHOWS**

##### **Team Tiger:**

Team leaders-**Rachel, Charles**

Finance Manager-

**Zoe, Sian, Gill, Tasha, charlotte l.w, Casey, Kathryn, Kat, perni, Gina,**

##### **Team Eagle:**

Team leader-**Tori**

Finance Manager-Alex

**Jack, Ben, Tom f, Steph, Simon, Fred**

##### **Team Shark:**

Team leader-**Laura**

Finance Manager-**Lana**

**Patrick, Anna, Lynsey, Claire, Jen, Charlotte d, Kim, Sarah, Bex**

#### **ARE THESE RIGHT?**

##### **6b. Discuss and begin to develop ideas**

**Team Tiger-** Make a list of everything that needs to be done for the art auction

**Team Eagle and Team Shark-** Discuss together ideas and then make a discussion about which idea each team will focus on, remembering that everyone can be involved in any part of the fund-raising but one team will be accountable and responsible for running and managing each the event.

##### **6c. What is the DEADLINE for fund raising?**

##### **6d. Organise Team efforts**

**Team leaders** should now lead their teams by setting up regular meeting times, establishing a time frame for undertaking the various element involved in the fund-raising events, manage decision making and delegating responsibilities, appointing project managers if needed. Team leaders should also talk through plans and targets with the course team and the Degree Show Project Co-ordinator.

**Finance Managers** Should budget and arrange finance with the Treasurer, and keep accurate accounts and receipts.

##### **6e. Make sure all funds raised are collected in by the deadline-Treasurers responsibility**

#### **WHAT IS MISSING FROM THIS SECTION?**

## 7. Marketing

**Charlotte I.w, Tasha, Tori, Sian, Fred**

Here we outline how we intend to develop and implement the necessary marketing campaign to ensure the show is successfully received.

We will put together a strong marketing team who work closely with the course team and AUCB marketing department and be responsible for printing and distributing all the promotional materials, primarily focusing inviting and achieving desired audiences and get much coverage of the show and its artist as possible. This team will be made up people willing and able to communicate in an articulate and profession manner but most importantly with enough enthusiasm to create excitement the show deserves. This team like every other group will be responsible for leading this specific task but it will be done to all of us to support there efforts.

### 7a. Set up Marketing Team

At least 5 people who want to take on challenge. This group can structure its self as it chooses.

### 7b. Develop ideas and make a plan of action

After exploring and researching ideas, this team should make a preliminary plan action for the two shows that they can discuss with course team, the AUCB marketing team, the Design team and Degree Show Project Co-ordinator.

#### Questions and ideas to explore and consider:

What do we need advertise the two shows?

How much will it cost?

What marketing is covered by AUCB marketing team?

Who are the target audiences?

How will we achieve them?

Mike needs to see any press release before it goes to press.

Getting widest Press coverage possible

Writing Press Releases

Utilising Twitter

Running Facebook group page and events -Make sure engaging with some interesting content

Free-range catalogue

Personal websites and blogs

Perhaps another workshop or help session if people need?

Helping stories of success- bringing out particular artists to create more interest in the show.

Getting articles written about us and write articles get them published on online journals such as a-n.co.uk

Get the shows known:

Websites and exhibitions listing

Such as Art Rabbit and other Whats on websites

Invitations- develop list of people

Invite important people with like to AUCB and local area

Invite journalist

Invite successful artists, curators and institutions

What are we doing differently?

Are there any new or more unique ways to creating interest in our show locally and nationally?

Viral online marketing?

Research printing and costs

### 7c. Finalise plans

Make and set into action these plans, including talking through the strategy with the whole year group and working with the Design team. Make a budget.

**WHAT IS MISSING FROM THIS SECTION?**

## 8. Promotional material

Patrick, Ben, Simon, Tom f, Claire, Gill, Charles, Steph

In this section we focus on how we will produce the important all the promotional materials.

We will put together a Design team who will be responsible for producing all the promotional materials, primarily focusing on the two exhibitions but could support the fund-raising event by producing the promotional materials. If we have a shared London show this team will work with members from other course to produce joint marketing materials. This team will need to regularly communicate with the marketing team and will develop a series design for of the need materials. Final design decisions will be made in consultation with course team and student body (all courses involved).

### 8a. Set up the Design team

At least 3 people who want to take on challenge. This group can structure its self as it chooses.

### 8b. Begin exploring and researching ideas

Write a list of everything that needs to be researched and manage time to allow for considered development of designs. Things to think about:

### How will we use design to support the impact of the show?

#### Online Presence

##### EXHIBITION WEBSITE(S):

What is the content?

Video shots on each artist?

Cost?

Will it continue to exist as a record... cost? How long? Could then add press to it? Links still our websites

How do we deal with two exhibitions? Two websites?

##### Learn from last year's sites:

<http://www.nohumancarriesamap.co.uk/>

<http://www.chineshow.co.uk/>

Analyse last years website and how to improve on it, such as functionality

- There should be a button to take you back from individual course pages to the main group page

- Having some sort of visual in course group page is good idea; people don't know us by name and need something to get people to look further.

- Personal website addresses weren't active links

- Really bad goggle search for Bournemouth show, when you search 'fine art auch degree show 2010' its not on first 10 pages of results

##### Facebook group page and events pages

Make sure visually engaging with some interesting content

#### Printed Materials

##### INVITATIONS

##### CATALOGUE

How many will we print?

What is the content?

Maybe articles, texts or essay to accompany the art statements and pictures

This could help make something more of the show.

Last year only had one for Bournemouth show because of two separate names

##### POSTERS

How big? How many? What for and where?

What info

##### FLYERS

Do we need them? What for?

##### Zines?

If the catalogue is staying pretty straight with no pointed texts or high lighting any particular thing we could use zines to assert some view points to increase excitement in the show

#### Exhibition materials

##### Name and title plaques

**Wall plaques-** particularly if the show is curated with different spaces for different purposes, could use design to help create the different contexts

##### Other signage

## 9. Transport

Anna, Sarah and Jack-

**To make sure we all know how its going to happen and have everything we need.**

We need to arrange a meeting with Paul and Patrick to understand everything that is involved in transporting the work to London and back. We will all be responsible for our own personal transport but do we need to take responsibility for transporting our own. If we can are we expected to transport our own work or is it better and more practical it all goes up in vans together?

Tom Marsh help organise the transport of the show

Getting the work to London:

How do we do this? How much can we take? How much will it cost?

How do we prepare for transporting the work?

How do we plan for the logistics of transporting the show?

**WHAT IS MISSING FROM THIS SECTION?**

## 10. Health & Safety

This section outlines how we will maintain a safe environment in the studios and exhibition spaces and how we will uphold our obligations to health and safety regulations.

**Who is in charge of health & safety? Paul Horn?**

**Will it be necessary to have a workshop on health & safety?**

**Our responsibilities:**

When making and installing work we will consider and act within all health & safety regulations, being sure not take on tasks that could cause harm to others or ourselves and by always using correct precautionary measures. If we are unsure of the regulations or risks at any point we will talk it through with Paul and Patrick. We will be vigilant when working in the studio and in the exhibition spaces to look out for and be aware of any potential risk. We will safely seek to remove or minimise these risks. We will keep a clean and tidy working environment to minimise risk of accidents and damage. We will ensure that all tools and material are used in the correct manner and fit for purpose. We will learn the emergence and fire evacuation procedures of the spaces we work within particularly so that we can control and minimise risk when installing the exhibitions. If required we will fill out risk assessment forms for our work.

**AUCB responsibility:**

AUCB will provide the necessary Public Liability Insurance.

**WHAT IS MISSING FROM THIS SECTION?**

## 11. The Bournemouth Show- **NEED LOTS OF WORK**

**Timetable**

**Dates?**

**Considering how we plan to make the exhibition a success**

**Volunteering from 1<sup>st</sup> 2<sup>nd</sup> years**

**See about become assistants**

**Preparing the space**

**Clearing the studio**

**Construction**

**Cleaning and painting**

**Installing and hanging show**  
**Cleaning**

**Private view- roles and volunteers**  
**Bar**  
**Glasses**

**Invigilation**

**WHAT IS MISSING FROM THIS SECTION?**

## **12. The London Show- NEED LOTS OF WORK**

**Timetable**

**Dates? Last year's 08.07.10 - 12.07.10**

**If sharing the show need cross course meetings**

**Have shared socials to unite**

**Renting the venue**

**Planning the move and new elements such as space dividers and dark space**

**Accommodation**

**Install**

**Private view- roles and getting volunteers**  
**Bar-Kim managing**

**Invigilation**

**WHAT IS MISSING FROM THIS SECTION?**

## **13. Organisation and communication**

This section outlines ways in which we will communicate with each other and how we will organise ourselves to achieve two successful degree shows.

Level Meetings:

We will meet every Thursday lunchtime as whole year group to discuss concerns and progress the project.

Other meetings:

As detailed in previous sections we will divide into smaller groups and teams to achieve particular undertakings, these groups will arrange own meetings and time to work together to complete their tasks.

other forms of communication:

### **13a. Everyone on Facebook should join the degree group**

We will use Facebook group -'The best degree show auch fine art'

([http://www.facebook.com/home.php?sk=group\\_104996882903202](http://www.facebook.com/home.php?sk=group_104996882903202))

If you can't find this group or need help being added email Fred Nicholas at [fred@outsideincollective.com](mailto:fred@outsideincollective.com)

### **13b. Set up and teach others how to use Google Docs**

Google Docs- this will be used for sharing information and documents.

As this may become a crucial tool we will run a workshop on how to access and use it when necessary

### **13c. Set up a space on level 6 notice board for degree show project information, skill swap workshops and peer-to-peer support.**

**Cross Course Ambassadors**

**Amy, Ben, Patrick, Anna, Perni**

Students who will acts as ambassador for Fine Art level 6, gets to know the other courses that we may share the London show with. They will be responsible for insure understanding good communication between different student groups.

## **Part Time Representatives**

### **Jackie and Portia**

portiabarrow@hotmail.co.uk

kirbysmoke@aol.com

Part time representatives will be responsible for helping the two level 6 groups get to know each other and to insure good cohesion and communication through out the degree show process.

### **Organising the degree show project:**

Tom and Mike

(Plus other tutors)

Paul and Patrick

### **Degree Show Project Co-ordinator**

#### **Fred and Claire**

*Over sees and organises the various team and groups, ensuring everyone has the support they need and that things are being done on time.*

*Principle role to ensure communication across the whole student body and course team.*

#### **Treasurer**

#### **Lana- Plus Alex and Perni**

*Manages finance by distributing and collecting money. Works closely with fund raising finance mangers and AUCB finance office and course team.*

#### **Voting Team**

#### **Tori and Kathryn Crawford**

*Organises and runs the voting for London show choice and the final name votes.*

#### **London Option Research Group**

#### **Zoe and Simon**

*Works along side Mike, Tom and Paul to research the options. Decides on best options and presents them to the whole student body.*

## **Part Time Representatives**

### **Jackie and Portia**

*Is responsible for helping the two level 6 groups get to know each other and to insure good cohesion and communication through out the degree show process.*

## **Cross Course Ambassadors**

### **Amy, Ben, Patrick, Anna, Perni**

*Acts as ambassador for Fine Art level 6 gets to know the other courses closely.*

*Responsible for insure understanding good communication between different student groups.*

## **Curation, hanging and Exhibition Research Group**

### **Claire, Lynsey, Charlotte, Jen, Fred, bex and Jack**

*Rigorous research and exploration of ideas for ways to make the shows the best degree shows in the country.*

## **Marketing Team**

### **Charlotte l.w, Tasha, Tori, Sian, Fred**

*Developing and implementing the necessary marketing campaign. Working with the Design team and AUCB market team.*

## **Design Team**

### **Patrick, Ben, Simon, Tom f, Claire, Gill, Charles, Steph**

*Producing all the promotional materials and design work for the shows, working with the Marketing team and other courses.*

## **Fund-raising Teams- Tiger, Eagle and**

### **Shark**

*Working in teams to secure funding and put on fund raising enterprises.*

## **Team Leaders**

### **Rachel, Charles, Tori, Laura**

*Manages the team and ensures its success through delegation and communication.*

## **Finance Manager**

### **Lana, Alex, Perni**

*Work with Team leader and Treasurer; budgets fundraising endeavours and controls the flow of money.*

## **Project Manager**

*Is incharge of managing specific team event or fund raising projects, works closely with Team Leader.*