PHASES OF EXHIBITION DEVELOPMENT	
PHASE	**TIMESCALE**
INITIATION	
PROJECT TEAM FORMATION	
CONCEPT DEVELOPMENT PHASE	
FIRST REFERRAL GROUP/ FRONT END EVALUATION	
DEVELOPMENT OF CONTENT KIT	
DESIGN PHASE	
SECOND REFERRAL GROUP	
PRODUCTION PHASE	
PUBLICITY PHASE	
OPENING	
POST OPENING RECTIFICATIONS	
MAINTENANCE	
EVALUATION	
POST EVALUATION ALTERATIONS	

Initiation
  Research, concept development

Project team formation
  Assemble those who will be involved in the project. Some will not be involved in the early stages.

Development phase
  Develop the concept to brief stage – 2-3 pp, with a designer's concept drawing

First referral group/front end evaluation
  Consult with all stakeholders, internal and external, on the concept brief, make appropriate changes to the brief.

Development of content kit
  The content kit includes everything needed for the project other than design: final text for labels, photos and objects (with data sheets), other interpretive elements. All permissions should be finalised for use in the exhibition.

Design phase
  Designer takes the content kit as the content to be interpreted by the design and develops the design to full specification stage, including specification of maintenance requirements

Second referral group
  Final design reviewed by stakeholders before construction. Starting point for development of associated programs eg education, media

Production and installation
  Exhibition built and installed

Publicity stage
  Media promotion, organisation of opening etc

Opening

Post opening rectifications
  Remedy any small problems identified in the light of public usage of the exhibition

Maintenance
  Implement a maintenance schedule including cleaning, maintenance of equipment, repairs

Evaluation
  Meet with key stakeholders to review the project

Post evaluation alterations
  If possible, implement any changes resulting from the evaluation.