

IN-PERSON EVENTS

checklist

THE BASICS

- Table - check your event as they may provide them
- Table cloth or some sort of covering to suit your branding
- Signage/banner for your table or behind your stall
- Shelves/stands for your products
- Card payment device & change for cash payments
- A charging block to keep your card machine/phone topped up
- Price display
- Pen/pencil/sharpening card to write notes & create signage you need
- Dusting cloth to keep things clean - handy at outdoor events
- Drinks, snacks, plasters, paracetamol and tissues
- A bin liner - the event manager will love you for being tidy
- Safety pins and blu tack (life saver, trust me)

OTHER THINGS TO CONSIDER/TOP TIPS

- Stock levels - this can take time to get right, but the way I see it is that it is better to have too much than not enough.
- Branding - Other than a main banner hanging from your table, or a roller banner that stands somewhere behind or next to your stall, you may want to have other ways of getting your brand messaging across. For example, I have a few white frames that contain customer reviews and my social media handles. Remember that most customers won't notice the signs, so the more subtle hints, without cluttering the space, the better, in my opinion.
- Business cards / postcards - If you are at an event you 100% need something physical that a customer can take away. I have business cards that I get printed especially for markets. These are slightly thinner and cheaper to produce, and have an image that will remind them Leaf Lane Studio. Include all your crucial information on the back, such as website/Etsy shop, email address and your social media.

OTHER THINGS TO CONSIDER CONTINUED..

- Pricing - When I first started, I had one pricing board placed in the centre of my table with everything listed clearly. Sounds good right? As I mentioned above, most people are so engrossed in looking at your pretty products that they don't notice things, and will either put the product down and wander off because they don't want to ask a price, or you will spend your day rattling off your prices. Now, I have my prices on all of my products (I use a little jewellery tag, stuck on with washi tape, so I can easily remove it). I also have little cards stood in front of products with the prices on and have my price board too, if I have room.
- Appearance. - Once you know that you enjoy doing events, and know it's something you will continue, consider investing a bit more in how your stall looks. Mine isn't perfect, but I have worked to pull in my brand colours to some stand-alone shelves that I bought in a sale and painted. I also have some other smaller shelves that I use for my display too. Try to think about creating height and variety to make it interesting.
- Accessories (to draw people in) - For example, in my October markets I had some pumpkins on my stall and at Christmas time I wrapped lots of copper lights around my shelves and a garland across the table with more lights. It attracts people in and doesn't have to cost a fortune.
- Keep your customers (beyond the market) - We all know the importance of an email list for keeping in contact with, and building the 'know, like, and trust' with our lovely customers. Markets are amazing for skipping several steps of the now eleven 'touch points' for customer interaction before a sale. But if someone isn't ready to buy from you just yet, other than collecting a business card, grabbing their email is a wonderful way to bring them over to your website where they may like to purchase. There are a couple of ways of getting a sign up at a market. One is to have a QR code for someone to scan, but the most effective way, for obvious reasons, is a giveaway. You could run it over several markets so you aren't constantly giving things away each time you are at an event. I find this works well, but only if you can afford to do it. For privacy reasons, don't leave a form out for people to complete; opt for slips they can fill in and hand to you instead.