

TIPS FOR A GREAT EVENT

1. Be **CREATIVE**. Do something different and unexpected. In 2011, a gallery did a promotion with very beautiful hand-made wine glasses and delicious canapés. They invited their customers to “Toast to American Craft Week.”
2. Need a **CLUE**? A marketing expert once told me this trick for choosing an event: Draw two circles. Put your best selling products in one. In the second, put your best customers. Where do they overlap? Find it and invite those people to an event featuring that product. It works like magic!
3. Choose your **AUDIENCE**. Have a target group. Best customers, families, singles. It may help you define everything else.
4. **NAME** it! How about “Haute: Design and Dogs”? Super interior design tricks with designer mini hot dog refreshments!
5. Go **VIRAL**. Start your PR Machine right away. As soon as you have your date and name, start your social media campaign and tease your customers.
6. **PLAN** the details. Add the music. And remember everyone loves something to eat and drink.
7. Get a **PARTNER**. Connect with a restaurant, a winery or another gallery that will invite their customers as well.
8. Announce a **CELEBRITY**. This could be an artist, a local hero or the mayor.
9. Run a **CONTEST**. Have your guests guess or vote. It’s a conversation starter and fun. Don’t forget the prize!
10. People love a **DEAL**. Not necessarily a sale but an extra something on a special night isn’t too bad either.
11. **REVIEW** your **LOGISTICS** about 2 weeks out. Double -check staffing, vendors, floor plan and supplies. Think about housekeeping, signage and set-up.
12. **TEAM** up with an existing event. Utilize a local craft fair or open studio week and designate the whole thing an American Craft Week celebration.
13. **SMILE** and **ENJOY** your guests and wonderful event. Good job!