**Logo with Bristol & Bath strapline Jan 2019.tif**

**Cam Valley Arts Trail Group**

May 2019

**HINTS & TIPS**  
To help you make the trail a huge success we have created this short guide which includes some things to think about before the event as well as during the event. It's not everything but will give you a good start.  
  
**Before the trail**  
Think about the range of work you want to exhibit - it's a good idea to have a range of prices to accommodate all budgets from cards /postcards through to large statement pieces.

Check supplier lead in times eg framers may need time to order in materials and think about whether you need to order in any other items e.g. envelopes, packaging.  
  
Business cards - Visitors may like your work but want to mull things over before buying so need to take your details. This is an inexpensive' must have' at events. If you take commissions that service can also be included on your card.  
  
Work hard at promoting the event - share social media posts, tell friends and family about the event, email your mailing list.  After all your hard work in producing your beautiful work it’s good to have invited an audience to appreciate it and nice for them too!  
  
Your display  
It's good to have a think about how your work is going to be displayed. When work is well presented it showcases your talent and art at the venue as a whole in a good light. Be professional - sometimes less is more! You'll then have replacement work to display when pieces sell.

Think about where are you going to place yourself – sometimes being at the side, or in front of your display is better than being directly behind it – more welcoming.  
  
Prepare your display materials eg. plain tablecloth for your table - one that reaches to the floor is good as it hides all your packaging behind.  Haven't got a tablecloth? - plain sheeting material works well. It is good to have items at different levels or in different containers to add interest. Sort out table easels, display boards, browsers.  
  
Lighting - additional spot lights are often useful.  Make sure your lights are in good order and have been PAT tested so they don't fuse the venue! Fused extensions leads are useful.  Tape down any trailing cables so they are not a hazard for anyone to trip over.

Sales -Have you thought about your prices and price lists/labels? When someone wants to buy something if you haven't sorted out the price it doesn't look professional and devalues your work. Remember your float and your card machine if you have one - but please note that not all of our venues have WiFi.

Launch night - Thursday 17th October

Make sure you come along to this event -it's a chance to meet up with other artists in your venue and organise how you are going to set up and sign your venue. Venue signs and other resources will be available to collect.  
  
**During the event**  
Engage with your visitors;

* Remember to smile and say hello.  You'll be able to see from their body language whether they want to chat, but it is useful to have a few conversation starters to hand.
* Bring along your sketch books and have them on display for visitors to look through.  Visitors like to see how you work and so workbooks are a useful conversation starter.
* Demonstrations - if you feel comfortable working with people watching, then this is a great draw.
* Try not to sit or ‘hover’ around your display all the time – people often like to have a chance to look at things without feeling they are being watched.  Be on hand for enquiries and to chat to people about your work.  If you have someone else helping, make sure they know about your work and can be informative.
* Most of all - have fun. If you are not selling much then have a look around and see what is selling and learn.  Treat the event as an inexpensive way of  advertising yourself and what you do.  Visitors may contact you after the event, so be friendly and approachable.  Some visitors may not come prepared to buy on the spot, but will come back to you later on or search out your work at another event.

**Social Media**

When used correctly using a social media platform can be very successful so it's worth investing some time to learn how to use these tools. As well as posting information and images you also need to take time to 'engage' with other posts and comments.  Increasing your interaction will allow people to see that you are active and encourages others to look at your posts.  It is also good to support other businesses by 'liking' or commenting on their posts as they will often return the favour.  
  
Do remember that social media platforms are not the same as your website.  It is worth varying what you post and encourage comments from others - often asking questions will promote comments. People following you on social media like to see how and where you work and find out what inspires you rather just see finished work or what you are selling.