

Winter Fair Online

FRIDAY 20TH – SUNDAY 22ND NOVEMBER 2020

NOW OPEN FOR APPLICATIONS -DEADLINE 22/10/20

We've been working hard to create an online makers fair for November. We would usually be at Lytham Hall at this time, but we are aiming to make a great experience online.

We will be having a 3-day event with the online market being the main aspect of the fair but each day having a range of talks or making projects that visitors can dip into to offer a wider and enjoyable experience. We want visitors to have some of the atmosphere and connection that they would do for an in-person event.

In September we ran our first online market in partnership with Peddle. We had a great response to the market, and we developed our knowledge of how online markets can work and reach audiences. In the main, those makers that were active on social media on the days leading up to and during the market attracted most interest. If you are interested in our event it is important to build in time to be active on social media promoting your participation.

We will be curating all the stalls in the same way that we would for a physical event to ensure great quality handmade.

To take part you would need an online shop -this could be your own website with online shop, Etsy, Folksy or other online shop. Ideally this shouldn't be a Facebook shop. This is because we want to make buying as easy as possible.

The fee to take part in the 3-day event is a flat fee of £30. We see this as a great low-cost way for makers to be creating greater awareness about their work, engaging with visitors and making sales.

In addition to the market we are offering the opportunity for a limited number of makers to be featured doing a short how-to making video. During the weekend we will be premiering these videos at set times so that visitors can join in and make a small craft project at home. We expect that each of these will be no more than 10 minutes long. The makers taking part in this will benefit from increased profile and will be a featured artist on our website. If you be interested in doing this, please give a very short description of what you would make on the application form. We would provide guidance on how to do this, but it would require filming on your own device.

We are asking makers to consider what special offer you might provide for those 3 days – this could be a discount code, free postage or it could be that as buyers order as a gift to go direct to the recipient you could offer a free gift wrapping and tag service. You don't have to have an offer, but we have found that it does attract interest in online shops.

Although we will be promoting the 3-day event we are offering makers the opportunity to keep their listing live until Christmas to try and achieve the most sales. There is no additional charge for this optional extra.

How to Apply

As the market isn't that far away makers interested in taking part will need to apply by **22/10/20**. If you cannot access a Google form please email us at hopefulandglorious@gmail.com and we will send you a word version of the form.

The market will be hosted on our Hopeful and Glorious website and we will feature your business name, a link to your shop and a photo of your work.

All the makers taking part will be invited to a video conference meeting (e.g. Zoom) where we will explain how things will run and you can ask any questions.

How the market will run

Once stalls are confirmed and paid for, we will enter all the detail onto our website based on what you provide on the form so please check your link as you are completing the application.

Each stall will feature in the Winter Fair Online marketplace on our Hopeful and Glorious website with

- the photo of your work (added to the Google form),
- your business name (which will link to your shop)
- any offers you decide on (e.g. gift wrapping).

Stalls will be grouped together under categories which are likely to be

- Art, Prints and Stationary
- Ceramics and Glass
- Homewares and Wellbeing
- Jewellery and Accessories
- Textiles
- Food and Drink

There may be other categories if there are makers applying who fall outside of these groups.

Promotion

As we have mentioned those makers that were active on social media during our Creative Collaboration Market generally had a higher interest in their shops and we would anticipate this market being the same. We will provide graphics for makers to use to support you to do this and we will be talking more about this in the video conference meeting.

We will be concentrating the majority of our promotion on social media with paid for posts on the days leading up to the market. We are mindful that some of our existing customers might not use social media but do buy online so we will also be issuing press releases and we have been talking to Marketing Lancashire who are hoping to get the fair mentioned in Lancashire Life. We have also got a feature within Spot On Lancashire's At Home magazine

which will go to 5000 households across Lancashire. The event will also be promoted through our newsletter. Lytham Life & Style and Peddle will be supporting our social media.