

ARIZONA ARTISANS COLLECTIVE



August 2016 Agenda
@ The Seed Spot, Phoenix

THEME: *Trunk Shows & Pop-Ups - Roundtable*

Greeting & New Member Intros

Updates & News

- Membership: flyers, send people to our Website
- Member Registration process/forms
- FB group vetting - ideas?
- Job Openings
- Building our Calendar - Please submit!

Hot Topic

- **Trunk Shows and Pop-Ups Roundtable**

Chit Chat Topic(s)

- Design to Trends or Follow Your Heart?

Reminders/Homework

- Calendar Event Submissions !!!
- Complete your Membership Registration
- Share your AZ-AC Flyers
- Ideas on alternate meet-up locations?

Next Meeting(s)

- Sept 8: Show Booth Design & Best Practices w 2 Guest Speakers
- Oct 13: Social Media Roundtable
- Nov 10: tbd
- Interest in weekend meetups for in-depth workshops?

Trunk Shows & Pop-Ups – Roundtable

Trunk Shows

Retail vs Private

Supply product, some or sometimes all of the collateral

Spend 2 – 4 hours in person

Retailer charges customers retail (they determine price) and pays you the wholesale price

Or - Maybe you split the sales w/Retailer taking 40% you take 60%

Location could be a boutique, national chain, or even a gallery – what about coffee shops? etc

Private --

Same idea but in someone's home or at a private event at a retail location/boutique

Host would get a free product maybe or a % of your profit donated to their cause

Gives the guests something fun to do

Ideas: book clubs, holiday events

Pop-Ups

You rent a vacant retail or warehouse space to put on an event that you promote/run

Location, location, location!! Timing Timing Timing

Maybe for a weekend

Invite/partner with other artisans – maybe rent space out to others

Have a “theme”

Professional signage

Promote the event and make it annual maybe

Make it a destination

Know how much inventory you'll have so you can find the right size space

More links:

- <http://artsandcrafts.about.com/od/openingastorefront/a/Pop-Up-Retail-Store-Management.htm>
- <http://artsandcrafts.about.com/od/openingastorefront/a/Finding-Retail-Space-For-Your-Arts-And-Crafts-Pop-up-Shop.htm>
- <http://artsandcrafts.about.com/od/openingastorefront/a/Pop-Up-Retail-Store-Layout-And-Design.htm>
- http://retail.about.com/od/location/a/retail_location.htm
- <http://blog.thestorefront.com/26-ways-you-can-learn-from-26-pop-up-store-success-stories/>
- <https://www.shopify.com/retail/why-you-should-open-a-pop-up-store-and-7-location-ideas-to-get-you-started>
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Benefits:

1. You have an “instant” customer pool and it's more intimate – talk to customers as if they are your guests
2. Learning opportunity – low risk, low investment chance to test products/prices & talk to customers
3. Instant credibility by associating with the retailer/host
4. A chance to get to know the retailer and develop a relationship before they make a commitment
5. Less time & effort invested than at an Art Show/Event
6. Less competition and noise than at an Art Show/Event
7. Less up front cost than at an Art Show/Event – no booth, no booth fees etc

Tips:

You are a PARTNER with the retailer/host – make it a win-win

Promote your event like crazy

Follow-thru on your commitments!

Possible Locations

- ✓ Restaurants, cafes, coffee shops
- ✓ Salons and spas
- ✓ Yoga, dance and fitness clubs
- ✓ Building lobbies
- ✓ Office conference rooms
- ✓ Music venues
- ✓ Boutiques, shops, retail stores

Make it a Success:

Advertising – create a window flyer, post card for retailer to hand out

Use your email list to publicize – make it look like an invitation

Offer an incentive just for the event – like a gift w purchase, chance to win a GOOD prize

Ask nearby businesses to send their customers over and get.... Some incentive

Talk to local bloggers and news outlets – they LOVE stuff like this

Is there a local arts/events calendar that you could submit a listing to?

Don't be afraid to make a big statement in your presentation

Consider a "Meet the Artist" theme – people love that

Be smart about your timing (early/late season, pre-Christmas?)

Know what your goals are

Know who your ideal customer is and where s/he shops/visits

Capture emails! Offer to share it with the retailer.

Consider serving some sort of snack or beverage to make it more festive

Show & Tell! – behind the scenes images or raw materials or video

Consider taking custom orders or pre-orders for a limited edition item

Make it more meaningful by tying it to a local charity and donate a %

Customer Service = send a thank you to the host/retailer

Contact pre-orders quickly and ship ON TIME

Plan the Details – ahead of time!

- ✓ How will you split the sales with host?
- ✓ When will the commission/split be processed?
- ✓ Who will do the promotion? Execution? Costs?
- ✓ What hours will you be expected to remain?
- ✓ How much space will you have? To show and to store inventory?
- ✓ What display furniture will be provided if any?
- ✓ Where will you be located in the host's space?
- ✓ Who will process payments?
- ✓ Will there be refereshments? Who will provide?
- ✓ What about lighting? Will they provide? If not, will there be power source?
- ✓ Does the host expect you to mingle and visit? Who will handle the display/sales?
- ✓ Get the details in writing.

Job Openings

1. AZ-AC Steering Committee Member and Secretary

- Participate in Steering Committee Meetings/Discussions (about 1x / quarter)
- Take meeting minutes and help ensure we all follow-thru on tasks

2. Social Media Moderator

- Facebook Admin/Moderator
 - ✓ Vet/approve new requests to join the private group
 - ✓ Help to respond to questions, moderate discussions
- Ideas/help in pushing content out to FB & other SM channels

3. Membership Administrator

- Respond to requests for membership
- Vet/approve and collect registration forms
- Setup new member logins
- Post New Member announcements on FB, website etc
- Ideas on recruiting, on-boarding

4. Show & Events Calendar Administrator

- Manage the Collective's calendar content & guidelines
- Review/approve member submissions & add events
- Promote big push to fill out calendar before fall