



University of
Nottingham

UK | CHINA | MALAYSIA

Office for
Students

ofs

Creative Focus on Event Management

A Creative Pathways Event



DANCE4



Part of the University
of Nottingham



Nottingham
Contemporary

Nottingham
Playhouse



NOTTINGHAM
UNESCO City of Literature



University of
Nottingham

UK | CHINA | MALAYSIA

Shona Powell OBE

Director of Lakeside Arts



Event Protocol

- To help with the quality of the event for all involved, if you are not speaking, please keep your camera and microphone turned off.
- To turn on Captioning click on the three dots at the top right of the screen. Scroll down the menu and selection 'captions'.
- We encourage you to be thinking of questions you'd like to ask our speakers throughout the event. Please use the chat box to post your questions.
- Lesley Beale, Lakeside's Crafts Co-ordinator will be joining us to moderate questions this evening



University of
Nottingham

UK | CHINA | MALAYSIA

Office for
Students



Angela Mann and Ann-Marie Franey

Founders and Directors of Great Northern Events

#CreativePathwaysNottm



EVENT ORGANISING

Angela Mann & Ann-Marie Franey
Founders & Directors
Great Northern Events NW Ltd

A BIT ABOUT US...

**great
northern
contemporary
craft fair**

- Met 21 years ago - shared a passion for craft
- Back then, the only opportunities to see & buy quality craft were in London
- Why not in the North?
- Great Northern Contemporary Craft Fair(GNCCF) becomes our **GOAL**
- We set out a **PLAN** to make GNCCF a **REALITY**
- In 2007, we launched Great Northern Events Ltd.

SETTING UP A BUSINESS

- Consider setting up your own business
- Talk to people:
 - Business Advisory Services
 - People with successful businesses
- Learn - go on courses
- Basics - set up a company and register it
 - Recruit a Board of Directors
- Plan ahead



FINANCE



- Create a budget
- Create a cashflow projection
- Be prepared for a tough year/few years
- Call in favours
- Ask/invite the right people
- Funding
- Sponsorship
- Sponsorship-in-kind

PROGRAMMING YOUR EVENT

- Have solid foundations in place
- Go out and find exhibitors – sell the event to them
- Set our fair apart from other fairs by making it a selected fair
- Advertise the call for entries
- Application Procedure/sell space

great northern contemporary craft fair

GNCCFonline July
GNCCF Manchester October
Apply at www.greatnorthernevents.co.uk
Closing date 28th Feb 2021

CALL FOR APPLICATIONS

Search GNCCF

LOTTERY FUNDED

Supported using public funding by
ARTS COUNCIL ENGLAND

-CRAFT SAYS SOMETHING

SELECTION



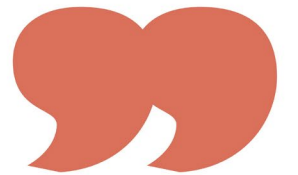
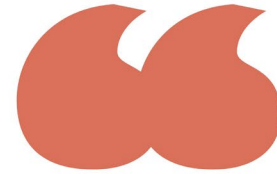
- Selected vs non selected events
- A panel brings credibility - call in the experts - academic, buyer, journalist, collector, curator, layperson, maker
- The brief - applications/requirement
- The process

SELECTION - THE PROCESS



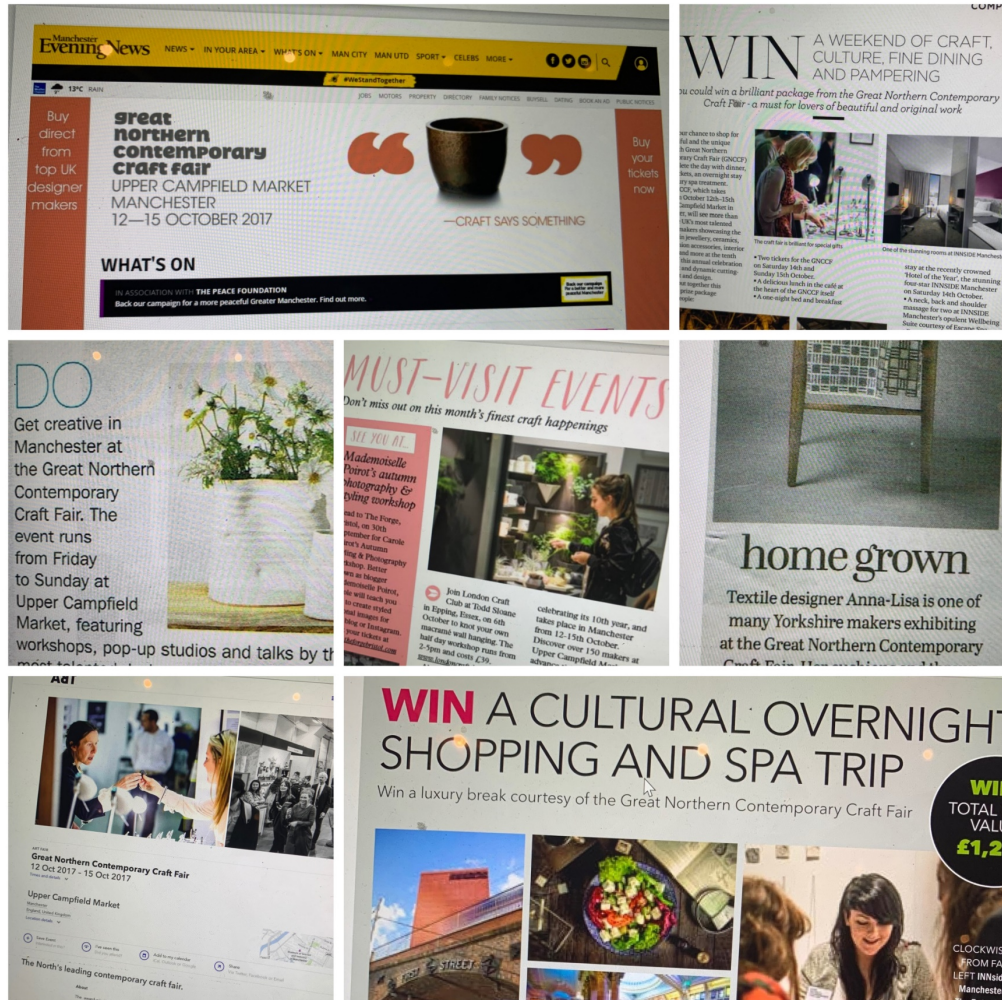
MARKETING : CREATING A BRAND & ARTWORK

- What is the event's "personality"?
- Who's your target audience?
- Consult design/branding agency
- Pull in favours
- Build a website/social media presence
- Craft Says Something



—CRAFT SAYS SOMETHING

PROMOTING YOUR EVENT



- Identify your audience
- What is the audience objective?
- How will you reach them – do your research
- Press & PR

ADVERTISING: HOW? WHAT? WHERE?

- Advertise – on and offline
- Online – website/social media
- Distribution of fliers/posters
- Partnerships/exhibitors
- Tell your mailing list and SM followers
- Create a marketing plan



ONCE THE DOORS OPEN – CREATE A BUZZ!



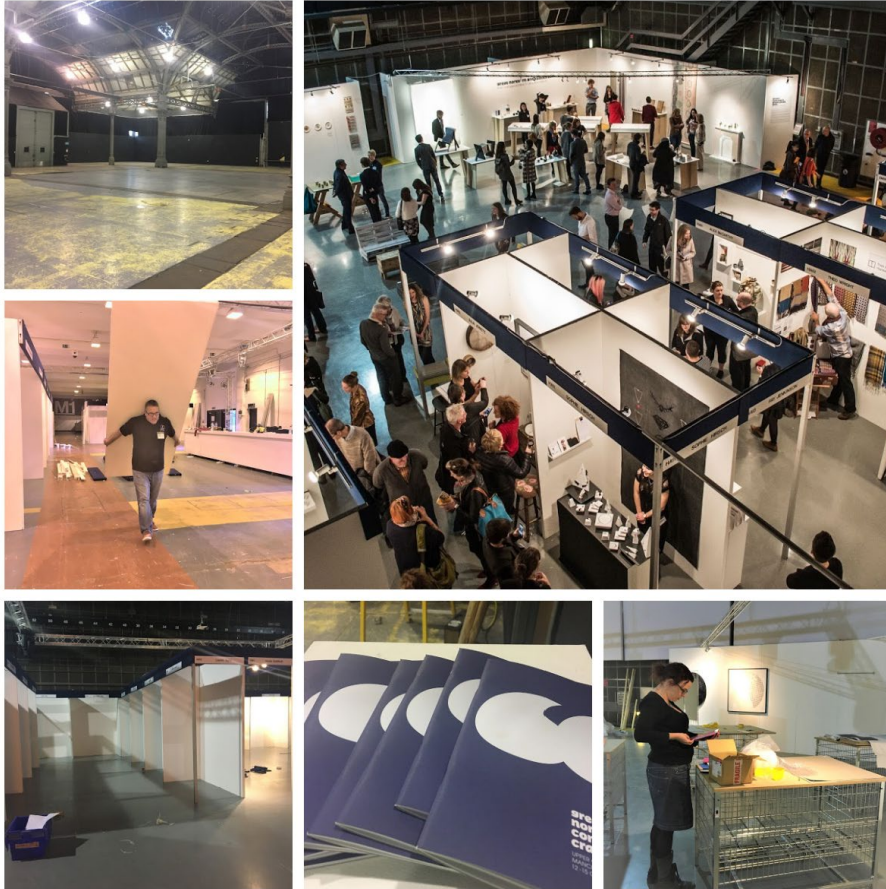
- Social media promotion – turn up the volume!
- Make your exhibitors work for you
- Good to bring in professionals to work for you whilst you on site
- Collect audience data eg via ticket agency, on the door, via surveys
- VIP Preview – get footage/photos to post during the event/ schmooze potential sponsors & funders.

LOGISTICS - THE PLANNING

- Research - venues, contractors, suppliers, staff
- Book - venues, contractors, suppliers, staff
- Space planning
- Event Planning
- Health & Safety
- Licences



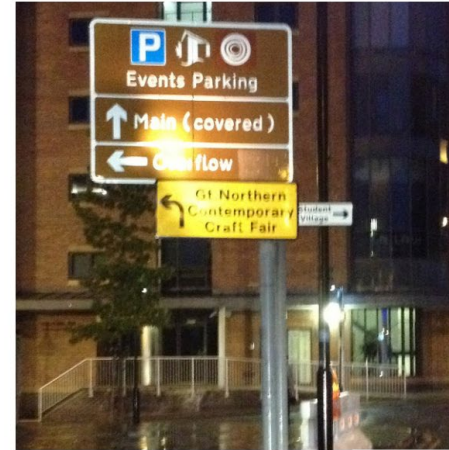
LOGISTICS - THE BUILD



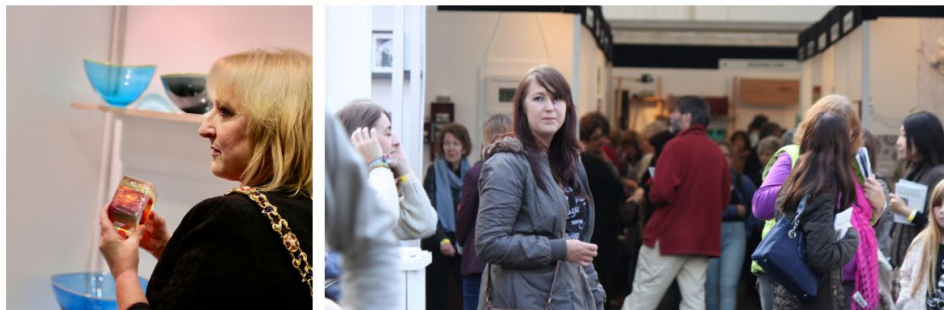
- Permission to access
- Shell scheme
- Electrics
- Toilets
- Catering
- Exhibition spaces
- Reception
- Deliveries

LOGISTICS - THE SET UP

- Staffing/volunteers
- Unloading schedule
- Registration
- Parking
- Waste
- Setting up for the show
- Smile and open the doors



LOGISTICS – DURING THE SHOW



- Security
- Staffing
 - Key staff
 - Volunteers
- Health and Safety
 - Fire Exits
 - Capacities
 - Bag checks
- Troubleshooting

REVIEW & EVALUATE

- Get feedback from your exhibitors
- Survey your visitors
- Review the event with your team
- Thank everyone
- Evaluate those surveys

All feedback is good feedback



TAKEAWAY MESSAGES

- SOMETIMES YOU HAVE TO START BIG TO BE TAKEN SERIOUSLY - BE AMBITIOUS
- DON'T ASSUME ANYTHING
- DON'T BE AFRAID TO ASK
- DO YOUR RESEARCH
- PARTNERSHIPS ARE GOOD
- TREAT YOUR CLIENT GROUP/CUSTOMERS WELL - REPUTATIONS ARE LOST VERY EASILY

AND FINALLY...

- AN IDEA WRITTEN DOWN WITH A DATE... BECOMES A GOAL
- A GOAL BROKEN DOWN INTO STEPS...BECOMES A PLAN
- A PLAN, BACKED BY ACTION AND EFFORT, BECOMES REALITY

GRAB OPPORTUNITIES : GET EXPERIENCE : NETWORK

BE PRO-ACTIVE : BE CREATIVE



University of
Nottingham

UK | CHINA | MALAYSIA

Office for
Students

ofs

#CreativePathwaysNottm

Q&A with Anne-Maria and Angela

with questions moderated by

Lesley Beale, Crafts Co-ordinator, Lakeside Arts



DANCE4



Part of the University
of Nottingham



Nottingham
Contemporary

Nottingham
Playhouse



NOTTINGHAM
UNESCO City of Literature



University of
Nottingham

UK | CHINA | MALAYSIA

Office for
Students

ofs

#CreativePathwaysNottm

Creative Academy- Games Industry
Tuesday 23rd February 2021, 6-7.30pm

Thank you for joining us



DANCE4



Part of the University
of Nottingham



Nottingham
Contemporary

Nottingham
Playhouse



NOTTINGHAM
UNESCO City of Literature