



Being creative

Try something new



• **Innovate:** Do something that makes your product different from the others. Festival markets are a good place to try out new ideas or products. New angles will attract curious customers. How about arts and crafts made with recycled material, or experimenting with bio food or slow food?



TICKLE PEOPLE'S SENSES: USE MUSIC, COLOUR OR SMELL





BE INSPIRED BY YOUR SURROUNDINGS, OTHER STALLHOLDERS, THE THEME OF THE FESTIVAL OR THE ATMOSPHERE OF THE MARKET.



- **Know your audience:** what kind of people visit the festival at which you are trading? For example: meatpies or barbecue-sticks might not sell well at a festival typically attended by vegetarians. Ask yourself if this is the right festival for you and your product. It's no use selling vegetables at a rock-concert. Large canvas paintings might not easily find takers at a three-day music festival. How can you adjust your product range to suit the market?

- **Don't just sit there!:** address passers-by, or be active. Can you offer demonstrations or sampling? People love to see you at work when you sell artisanal products. It makes it easier to explain how you make the things you sell, and some people really prefer to buy directly from the producer or the artist - or buy something they have seen someone make. This goes for food as well as for arts and crafts. If your art is too complicated to demonstrate on the spot, have pictures to illustrate how things are done.

- **Presentation:** Put some effort into the way you present your wares or services. Be original, make your products stand out by taking care over your stall's design. Tickle people's senses: use music, colour or smell. Use your products as decorative elements: if you sell bananas, why not use a backdrop with a large picture of a banana plantation or make your stall a big banana. If your stall looks original, it suggests your products are new and interesting too. Experiment!

- **Inspiration:** be inspired by your surroundings, other stallholders, the theme of the festival or the atmosphere of the market. For example, if the event has a Wild West theme, get your cowboy hat out!

- **Added extras:** People come to a festival for fun and entertainment, not just for shopping. Can you offer interactive extras that add to visitors' experience, such as face painting, a competition, or other entertainment?

- **Don't get carried away:** Always consider the cost of your décor and presentation. After all, having the best-dressed stall won't help you if it costs you a fortune.

