

GUIDE TO FACE-TO-FACE OUTREACH:

Toolkit for craft and artisan workers to enable effective face-to-face outreach. Covering:

- Pop up shops
- Heritage Events
- Thematic Bazaars
- Working with schools
 - Festivals
- Community Outreach

Guide to Face-to-Face Outreach:

Pop-up shops



Pop up shops have earned their name by doing exactly that, 'popping up' in places for short periods of time -

these pop ups are a great way to test an idea, get real feedback from potential customers - or even as a way to reach real customers depending on the location. They are an increasing phenomenon in the UK with many high streets having vacant premises, leaving landlords to pay business rates of unleased property.

What are pop-up shops?

A pop-up shop is a way for landlords to help small businesses for short periods of time and save money - for a very low cost to the 'pop up' entrepreneur. In the UK - East Street Arts, a national arts charity run a scheme managing lots of such properties for use by artists and creatives - this can provide an easier and safer way to acquire a pop-up shop or even a temporary workspace as they take care of much of the negotiation and legal side of things for you.

Cost:

This isn't a straightforward, as it depends on the property and its owner. It can be free, if you do a good job of negotiating, but you will probably need to pay for business rates and any utilities during your pop up. But it's definitely a much cheaper way to test an idea than signing up for a 12-month lease.

With East Street Arts, you're just liable for a licence fee - Good Things Collective as an example, have use of a unit in the shopping centre that used to be an Argos. We pay a licence fee, but not bills or rates. It is important however that if you open your doors for

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people to come in - you will need to have suitable public and product liability insurance in place. The price of this can vary depending on your circumstances and what you do, ranging from options such as artist network membership that comes with artists insurance to being a registered company with a bespoke policy. We run a studio, shop, workshops, and events as well as employing staff and our insurance costs £1500 / year.

Getting started:

Visit places and talk to the team at East St Arts: eaststreetarts.org.uk

Look around your neighbourhood and find out who owns the empty shops and spaces.

Looking at the land registry might be a way to find out, also, there might be a phone number in the window if it's empty. Some town centres have a 'Business Improvement District', if yours does, they might be able to help you find out who owns some of the empty units. If there is a shopping centre where you're based you could contact the centre manager who may be able to help you turn an empty neglected shop into something fun and exciting for a short while.

Before trying to negotiate it's good to do some research and find out how much the rates are - as this is what they might save if you pay it whilst you use it. This will help you negotiate use based on saving them having to pay out that money.

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Guide to Face-to-Face Outreach: Heritage Events



Heritage Open Days are the UK's largest festival of history and culture, the festival takes a broad view of "heritage" and offers complete freedom to tell your story any way you like, only stipulating that the event must be free of charge.

Each Heritage Open Day has a different theme, whilst there is no obligation to focus on this, considering the theme when developing your ideas may be useful, as the public can see the theme, and this may determine the type of audience at the event.

Getting started:

If you've never used the site before, Heritage Open Days requires you to submit a login request, which once approved, allows you access to the organiser area and registration forms.

Heritage Open Days have four criteria for events:

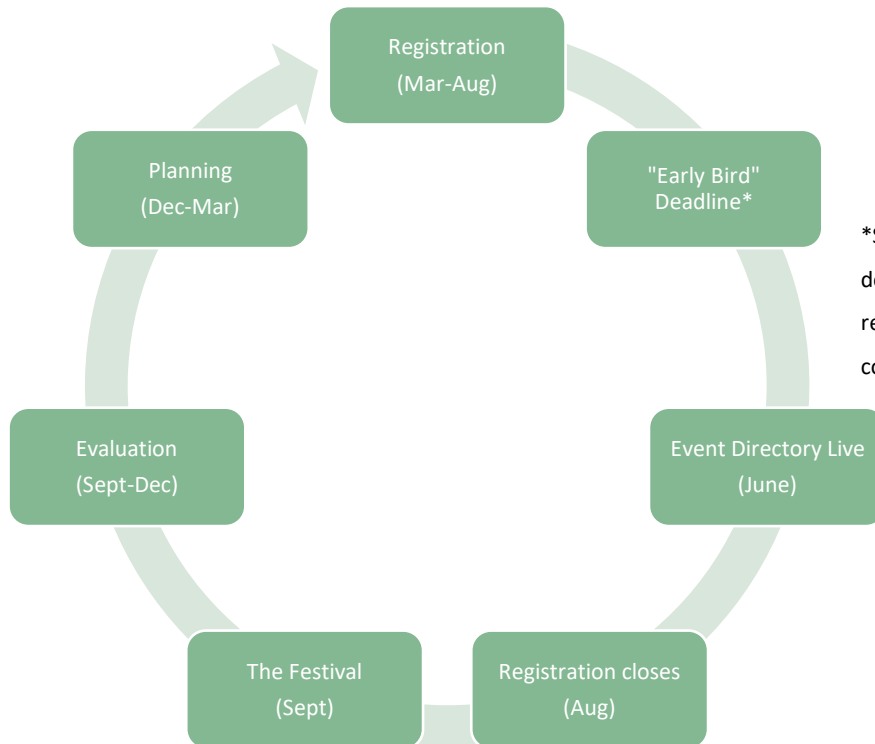
- Must be free of charge
- Must occur within the festival dates
- Must offer something not normally available to the public for free
- You must be able to provide information about the event

Creating an entry:

You will be asked to create an online event entry to participate in Heritage Open Days, the most successful entrants combine an intriguing introduction, strong images and a clear description of the experience envisioned to be offered. Examples of previous successful entries can be seen here: [Example 1](#); [Example 2](#); [Example 3](#).

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Key dates:



*Submit your event before this deadline to feature in long-lead press releases (magazines who require content three months in advance).

Top tips:

- If you register your event as early as possible you are more likely to feature in associated press releases and social media channels.
- There are also free marketing materials available on a first come first served basis.
- It takes up to six weeks for an event to be processed, avoid being caught in a backlog and register as early as possible.

More information:

Email: info@heritageopendays.org.uk

Web: www.heritageopendays.org.uk

Twitter: [@heritageopenday](https://twitter.com/heritageopenday)

Facebook: [@heritageopendays](https://facebook.com/heritageopendays)

Instagram: [@heritageopendays](https://instagram.com/heritageopendays)

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Guide to Face-to-Face Outreach: Thematic Bazars

Mish Mash Fest is a city festival and online shop for Bulgarian artists. A selection of independent artists and designers who have proven their high class. The festival is held regularly several times a year at different locations in Sofia, and is part of the calendar of cultural events of the Sofia Municipality.



Various artists have the opportunity to present and promote their work to the festival audience. Over time, the festival has become a community and a platform for promoting Bulgarian artists, and an online shop has been created where you can find works by people who have participated in the festival. Facebook page: https://www.facebook.com/mishmashfest/?ref=page_internal

Registration:

The selection for the festival is carried out by its organisers. Different artists are invited to take part in the festival and present their work to the Mish Mash Fest audience. Organisers of the event is the website "Girls of the City". Anyone who would like to submit their work can email the website address: office@momichetata.com

Registration fee and conditions:

There is no published application procedure and approval criteria for participation. The selection is made directly by the organisers. There is an entry fee for each festival, which is used directly to cover the costs of organising the festival. There is no fixed fee, it depends on the venue and the organisation of the event

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Guide to Face-to-Face Outreach: Working with schools

IMPRESA IN AZIONE (“*business in action*”) is the best-known high school entrepreneurial education programme that in 18 years has involved over 115,000 Italian students (10,000 of them only in the 2020/2021 school year) and over 400,000 students each year throughout Europe. Participating classes set up mini companies for training purposes and take care of their management, from the concept of an idea to its launch on the market. This process offers close contact experience with companies and facilitates the development of a technical and transversal skill set that is essential for all young people, regardless of their future career interests.

Who is it aimed at?

Schools can join with one or more classes and can create one or more entrepreneurial teams (each team is composed of no less than 7 students and no more than 30). Each class is coordinated by an internal teacher.

Getting involved:

The program is developed through 80-120 hours of activities with enterprises (50% are practical activities), in direct contact with professionals, companies, institutions and other business entities at local, national or international level.

Since 2015/2016, IMPRESA IN AZIONE has been officially included among the Work-Based-Learning experiences officially recognised by MIUR.

Registration:

Need to complete the [online form](#)

More information:

<https://www.jaitalia.org/prodotto/info-impresa-in-azione/>

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Guide to Face-to-Face Outreach:

Festivals

The tradition of St. Dominic's Fair in Gdansk dates back to 1260, when Pope Alexander IV allowed the Dominicans of Gdansk to grant well indulgences on the feast day of their founder.



**JARMARK
ŚW. DOMINIKA**

The St. Dominic's Fair was held annually for the next few centuries, becoming an important holiday for the city. This tradition was interrupted by World War II. It was revived in 1972, and it was then that the symbol of the fair became the much-recognised rooster.

As part of the St. Dominic's Fair, various spaces are organised where craftsmen present their activities and offer their products or services. Among the crafts professions presented there will be unique, so-called "disappearing" professions, such as stove makers, milliners, shoemakers/leatherworkers, but also companies associated with modern crafts. Visitors to the Fair have the opportunity to learn about the traditions of the various professions by listening to stories of craftsmen, visiting craft stands and watching master presentations.

Registration:

All artists, artisans and craftspeople interested in participating can create accounts and register in the system (applies to both companies and individuals). All information regarding terms and conditions and participation fees can be found in the "[become an exhibitor](#)" tab.

More information:

<https://jarmarkswdominika.pl/home.qbpage?setLanguage=en>

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Guide to Face-to-Face Outreach: Community Outreach

Gifted – The Contemporary Craft and Design Fair takes place annually in Dublin, Ireland. This event welcomes craft and artisan producers to showcase their designs. The fair is run by The National Crafts Fair of Ireland Limited, and features the unique work of more than 500 designers, artists and makers and is known as Ireland’s largest celebration of craft. The *Gifted* Contemporary Craft and Design Fair advocates for community outreach and encourages people across the country to display their craft and artisan specialities of all backgrounds.



Registration:

Exhibitors are specially selected for this event, and are required to be based in Ireland or the EU, however, if you have a beautiful product and are outside of the EU, you are also welcome to apply and may be considered to exhibit. It is worth noting that whilst artisan food and drink products are exhibited, alcohol companies are prohibited. First-time exhibitors need to complete an application form and send an email to info@giftedfair.ie or call 01-6702186 for more details, you cannot apply directly online.

More information:

This curated craft fair favours community engagement and participation. Exhibitors at Gifted are carefully selected, with the majority of retailers represented coming from Ireland, but all submissions are reviewed and considered for inclusion in the festival. More information can be found at: <https://www.giftedfair.ie/>

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