

DESIGN SHOW LIVERPOOL

19-22 June 2008



Briefing Day for Exhibitors

23rd April 2008, Renew Rooms, Wood Street, Liverpool
In association with the Crafts Council

Morning session

- 10.30 Registration
- 11.00 **Welcome and Introduction to the briefing day**
Sarah Elderkin – Development Director, Design Initiative
- 11.05 **Design Show Liverpool**
Overview of the aims and objectives of Design Show Liverpool
Della Tinsley – Director, Momentous Events
- 11.15 **Design Show Liverpool press and marketing strategy**
An overview of the identity, marketing and press strategy for the show.
Cooke and Brand PR and Kiosk
- 11.45 **General logistics information** including venue facilities, stand plans, storage, cloakrooms, parking and press room and the schedule for set-up
Gideon Cleary – Director, Momentous Events
- 12.00 Questions
- 12.30 Lunch

Afternoon session

- 14.00 **Strategies for selling to the public**
How to make the most of your participation at Design Show Liverpool, an experienced maker will talk about their knowledge of selling direct to the public and will share tips for success.
Rebecca Gouldson – Metal Artist
- 14.30 **Meeting the Buyer**
How to interact and build successful relationships with trade buyers and galleries.
Barbara Jones – Market Development Officer, Crafts Council
- 15.00 Tea break
- 15.15 **Marketing and press liaison**
Marketing your work, dealing with press enquiries, writing a press release and how you can achieve your own press coverage, plus the importance of good photographs.
Jill Read – Press Officer, Crafts Council
- 15.45 **Monitoring the show**
How you can help us promote the success of the show
Sarah Elderkin – Design Initiative
- 4.00 Questions
- 4.15 Close