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## PREPARING FOR YOUR EVENT

**Parking:** If you think this will be an issue, please mark out a place for people to park. A plastic ribbon stretched between posts will work. Add a "Park Here" sign.

**Dogs - Consider confining them in another part of the house.** We love them but not everyone does and small children are often cautious about them.

**Entering the Studio or Shop:** Make sure that there aren't barriers to entering where guests are welcome. Also mark the entrance if you need to. Greet everyone and introduce yourself (you might have an assistant for the event.)

**Setting up Your Shop or Studio:** If your workspace is in your house you may need to block off parts of the house to keep visitors from wandering about. Keep pathways clear. Cordon off dangerous materials or tools or remove them from the setting. If demonstrating a dangerous process, tape a line to the floor to let people know where to stand.

**For Visitors With Disabilities:** The key is to consider how to welcome those that may have disabilities, to your site and workspace.

**The Flow:** Imagine your space with a lot of people (who knows how many will show up) in it. See if there is a different exit or entrance way or will there be an area where they will become boxed in. It may be necessary to station someone to help visitors get in and out. Likewise, are there stations where a visitor can learn something about your work without having you explain it to them (portfolio of work or a slideshow on your computer)?

**Bathrooms:** If you are willing to let visitors use your bathroom, great. If not, know where the closest public bathroom is so you can direct them to it.

**Food and Seasonal Bounty:** People appreciate a snack and a drink. This does not have to be extensive or expensive. Crackers, cheese and water will work.

**Sales During the event weekend:** Label your work with prices, or post a sign, "prices upon request". Often, people are reluctant to ask for the price because they don't want to interrupt you. Weekend Reduced Sales are a great way to promote future sales.

**Future Sales:** Have a guest book where people can leave their addresses and email. Have a stack of business cards or postcards in a place where someone could pick one up on the way in or out. Let people know about your website and social media page. Are you going to be showing in special exhibits or holiday shows?

# MAPS AND SIGNS

**The Trail Map:** There will be a Trail Map printed with each participating members location, contact information and the hours they will be open to the public during the countywide event. This map will be widely distributed and made available to each participant to distribute in locations they frequent and to have copies at their location for visitors who need one.

**Customize the Map:** Paperclip your business card onto the page with your directions. Or make an invitation that will fit inside the map dimensions describing what visitors will see during the weekend. - a demonstration, the kiln opening, a tour, the beauty of your gardens... If you plan on mailing it keep in mind the new postal regulations.

**Places to put maps:** Supportive galleries, stores, restaurants, libraries, book stores, inns, Bed and Breakfasts.

**Signs:** The best way to be found on rural roads is to install road side signs in major intersections leading to your site. They are a powerful way to introduce people to any event, and essential to making people feel welcome to come to your studio especially if it is in your home.



**Your Signs:** Above is the official Artisan Trails in Washington County Event sign. Each participant will be provided one two-sided, corrugated vinyl roadside sign that includes space to print your site name and number. (When site numbers are established you can write the number in the space provided or, if you plan on participating in the future, tap the number onto the sign.) If you desire additional signs, rigid one-sided poster stock signs will be made available at cost.

**Weatherproofing Your additional signs:** Plan for bad weather...Waterproof your poster stock sign by laminating it or overlap layers of clear packing tape. Also, Rustoleum makes a clear spray lacquer. Lay the signs flat and spray one side, let dry, then spray the other side.

**Sign Placement:** Place signs at every important turn if your location is out of the way. You might need to check to make sure they are still up at the end of the day during the weekend event. A wire frame can be made using a piece of heavy wire bent into a U shape and securing it to the back of the sign securely with packing tape. Please remember to take your signs down at the end of the event.

# PROMOTION FOR YOUR SITE IN THE EVENT

Each individual participant is encouraged to share in the task of promoting and publicizing **Artisan Trails in Washington County's countywide event**. The events success is greatly increased by the participants sharing information on their social media.

ATWC shares the event information on the following online calendars; (this is a list of just a few)

**\*The Post Star      \* North Country Public Radio      \*WAMC Radio**  
**\*Washington County Tourism   \*Hill Country Observer      \*Chronicle Events Calendar**  
**\*Adirondack Chamber of Commerce      \*Adirondack Life Magazine Calendar of Events**  
**\*Glens Falls Region Events/To Do (which includes Lake George and Saratoga)**

Promoted on our website; [www.artisan-trails.org](http://www.artisan-trails.org) as well as on our Facebook page.

Also the following are sent Press Releases- (Artisans are welcome to use these email addresses to promote their sites.)

news@saratogian.com; chronicle@loneoak.com ; eaglenews@gmail.com ;  
publisher@manchesternewspapers.com ; calendar@adirondacklife.com ; arts@loneoak.com ;  
calendar@hillcountryobserver.com ; info@artscenteroldforge.org ; info@thefreegeorge.com ;  
festivals@LARAC.org ; getlisted@thefreegeorge.com ; pressreleases@saratogabusinessjournal.com ;  
pressreleases@glensfallsbusinessjournal.com ; news@spotlightnews.com ; wcevents@warrencountyny.gov ;  
mail@lakegeorgeguide.com ; northcountryartscenter@gmail.com ; info@berkshirehomestyle.com ;  
info@nyfolklore.org

**EACH PARTICIPANT is encouraged to; Send a Press Release about your specific craft to your local paper. ( tips for setting up a good press release on the following page.)**

**If you haven't done so and want to set up Facebook for this event, sign up for your own page on Facebook.com**, and then you will have the option to create a page for your business. Step by step instructions are available on Facebook.com

# THE PERFECT PRESS RELEASE!

. **Make it Newsworthy – Write it from the perspective of providing the reader with something they will truly enjoy**

## . **First Paragraph: Just the Facts**

- 1. Who? Name of business or organization
- 2. What? Type of event.
- 3. When? Date and Time
- 4. Where? Physical location and Address
- 5. Why? Does it benefit the reader in any way?
- 6. How? Directions, deadlines, ticket info.

## **General Advice**

- Keep it short – Two pages max, one is better.
- Include complete contact info
- Spell check and proofread.
- Use the Standard Press Release Format below:

## **Standard Press Release Format**

- FOR IMMEDIATE RELEASE
- 
- For Further Information Contact:
- Full Name of Contact
- E-Mail Address
- Direct Phone Number
- URL
- 
- Headline
- City, Country – Date – Introductory Paragraph that answers Who What When Where and so what (what makes it newsworthy).
- Second paragraph offers more information – expands on the first.
- Third paragraph includes a quote that is attributed to someone important.
- Fourth paragraph includes more info, maybe another quote.
- Fifth paragraph often includes history and background info about company or organization with a summarizing sentence. When you are done, indicate this with three number signs –
- 
- End this this symbol ###