



Tips from other venues on how to have a great weekend

Many venues have successfully participated in the Columbia Basin Culture Tour in past years. To help you have a marvelous tour too, the following past participants have offered you tips based on their on-the-ground experiences.

Michele Dupas, Dupas Design, Procter

- I start advertising on social media about a month before the event and every week after.
- I leave notices at local high-traffic areas.
- I advertise with the other local tour venues on our community Google group and local Facebook pages; this encourages people to visit more locations and to recommend each other's venues.
- Use the signs, make sure they are visible and in high-traffic areas, and put them out the night before to catch folks coming home from work.
- I make sure my work is well displayed. I use my market display units and turn my studio into a welcoming space. Lighting is important—use it to highlight your work.
- I make sure I have wrapping materials and payment options: cash/credit/debit. Be prepared.
- Last year I had my friends play music and advertised this fact, which brought more people to the studio.
- Be visible when people arrive, so they won't feel like they're intruding on your space.
- I chat people up about my process and inquire about their relationship to art—are they artists? Be curious.
- Having other artists at my space increases traffic flow, it encourages more dialogue, and I benefit from their connections.

David Barnes, Eversfield Ceramics, Creston

- Tell people there are ongoing demonstrations.
- Use social media to remind people what's on.
- Talk to visitors and encourage them to purchase something.

Ryan Bavin, Bavin Studios, Invermere

- We like to promote some of the new things we've been working on to get people excited about dropping by to see for themselves.
- We like to rearrange our shop/studio. It makes it fresh for people to visit and reacquaints us with our inventory.
- We ensure our signs are out in the most effective places for people to find us, and we use social media to direct people our way.
- We try to have more than one artist on site so that everyone gets a chance to chat and connect.
- We enjoy getting feedback about our work directly from people. It is always interesting to get other people's perspectives on what we do.
- We know where other tour venues are in our area to help direct people to our fellow artists.
- If we have any special events or shows coming up, we will have information ready on the weekend of the tour to get that info to potential patrons.

We hope this helps!

We look forward to viewing your social media posts and helping to convey how fabulous your venue will be!