



## 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!