

## **MEMBERS' RULES (good practice) September 2014**

1. **Members** will monitor the range of crafts and the duplication of crafts as new members ask to join and when existing members ask to include an additional craft. Prospective new members will be asked to bring along samples of their work and display them as they would at a show. Members at the meeting shall look at the work, thoroughly, at the beginning of the evening, and chat to the crafter. Once the applicant has left, a discussion about the quality and presentation of the work will take place. Only then, will everyone judge and vote. Ultimately, would you be happy to be alongside them at a craft show!

On occasions stall holders have to cancel their space at a show at short notice. These spaces may be filled with guest crafters providing several members have recommended their work. This will be in anticipation of the **crafter** becoming a **member**.

2. **Remember** how difficult it is for the organisers of craft events (including the Guild) to please everybody. There are dozens of different craft displays to be accommodated. It is important to give as much information as possible on the booking form about your needs – i.e. whether you require electricity, space for a rack or rail and especially a table! It is no good complaining if you haven't let the organiser know in advance, particularly if you have changed your display drastically since you were last at that venue. (Of course, this is only subject to the availability of space anyway!)

3. **Try** to be patient whatever the circumstances. Usually a great deal of effort and thought has gone in to the table plan and there is usually a reason for the final arrangement. After all, you maybe the fifth or sixth person to ask for 'just another foot or so' or to say 'I don't like being next to them'!

4. **Treat each venue** or space as a test of your flexibility - there is nothing like improvisation! (A "6' space" can vary from 5' 6" with no gap between stalls, to 10' with a large table and a luxurious 2' at each end.) You may be allocated a space near the door, in front of or on a stage, along a wall or in the middle of the hall. Practice using the minimum of space at home extending your stall upwards rather than sideways. Look around it for tidiness. Take a photograph, look at it, does the display show off your craft as well as possible.

5. **Do your best** to display your work as attractively as possible, in the allocated space, with thought given to colour, grouping and height variation. A neat table covering must reach the floor on 3 sides (preferably on all sides) to hide the general clutter of boxes, your food and drink, etc. This is especially relevant if you are in the middle of a hall. This is for security reasons and to give the guild a professional image. Do not get too engrossed in a newspaper or book. Be aware of your customers at all times, so that they can attract your attention if they wish. They may be asking about ordering something or where you will be selling next. Eat or drink discretely.

6. **You must** include a price list (Rule 7.5) or have your items clearly marked, since many potential customers are reluctant to ask the prices or to start lifting and examining your work to find whether or not they can afford it! A wide price range of goods is always advisable. Customers are drawn to inexpensive items but may then turn to something in a higher price bracket. A name & address or telephone number is helpful so that customers can re-order. Often this can be incorporated in a list of forthcoming shows.

7. **Demonstrate** at least part of your craft, (if space permits) mainly to convince the sceptics that it is your own work! (If this is not possible, try to have photographs of you working, or stages of your work) If you are using any electrical equipment or your own lights please have an up-to-date certificate available.

8. **Be willing** to talk about when, how, why, etc. you started your craft. One of the aims of the Guild is to promote the interest in the skills of crafts people and to keep the tradition of craftwork. Have a list of your next shows. Sometimes customers remember a particular item you were making and come back another time.

9. **You'll learn** how to dress comfortably - often with several layers of clothing. You never know if you'll be in a draught, next to a red hot radiator, under a leak in a marquee or roasting due to under floor heating!

10. **Each member** is responsible for the overall appearance of a show. The 'Wow!' factor. We must ensure that the customers have a really good experience so that they will look out for the next event. Treat each Craft Show as a challenge, enjoy the day. Any financial reward is a bonus. Never lose your sense of humour.