

Please read these EVENT GUIDELINES before making your application

ONLINE Perthshire Creates Christmas Design Market

(in association with #MadeOnAMobile)

ONLINE Launch Thursday 26 November @ 6pm

ONLINE Christmas Design Market ends 6pm Sunday 29 November

We're unable to plan our usual 2 Day Christmas Design Market at the Civic Hall at 2 High Street Perth as restrictions on numbers attending indoor events continue. However, following the success of the July Digital Design Market with 71% of participating artists indicating that they would take part in future online events, and 97% indicating that it was a worthwhile event to be a part of, we're going to run our Christmas Design Market online! Please read through all these guidelines, there's useful feedback information at the end under 'Other Information'.

People will still want to buy gifts for Christmas and hopefully the message of buying locally, handmade and sustainable gifts is even stronger and relevant than ever. Our Christmas Design Markets have a very strong following and are much anticipated every year, therefore it will be fantastic to run the event offering customers continued easy access to your creations, whilst also providing a selling opportunity for artists and makers.

Benefits of taking part are:

- Only £22 participating fee* including admin fee (a 66% reduction on fees for the physical event)
- Exclusive invitation to join a social media management webinar with David MacLeod from the Scottish Museums Social Media Association on how to optimise your involvement through social media
- Exclusive invitation to join film making webinar with #MadeOnAMobile (an opportunity to maybe learn or develop a skill), including access to a follow up webinar to get specific queries answered, and access to view the webinar for up to 2 weeks to support your film making process
- Exclusive invitation to join the participating artists FB Group to meet, support and network with other creatives
- Drive customers directly to your online shop and/or website, and an opportunity to develop followers and your online audience
- Additional marketing for your business

* Perthshire Creates is part of Culture Perth & Kinross, a charitable trust, fees cover marketing costs for the event, any surplus goes towards the activities organised by the charitable trust.

The Digital Design Market will be:

- Curated as in previous years to ensure the quality synonymous with previous Design Markets
- Open to creatives who run their practice as a business
- Open to creatives who have an online selling platform (website, Etsy, agree to sell via email request)
- Open to creatives who work in quality upcycled products (as featured in the 2019 Christmas RE:Design Market)
- The event will be featured on the Perthshire Creates website, with an FB Event Page to signpost visitors to the event web pages, in addition to co-promotion activity on Instagram (reach for 2019 Design Events combined was c.112K).
- Shared on Instagram & Twitter
- Have a 4 week boosted online marketing campaign prior to launch event
- Launch Event at late night shopping time of 6pm on Thursday 26 November 2020
- Feature artist-produced video introductions for each participating artist to promote what they sell and how to buy direct (support in making this video will be provided in an exclusive webinar for participants by #MadeOnAMobile)
- Drive all sales to your own selling platforms, linking customers directly to you
- Run until 6pm Sunday 29 November featuring 'offer' selected by artist
- The cost participation is £22 inclusive of admin fees
- APPLICATION DEADLINE: 12noon Monday 21 September 2020
- Selected participants will be notified if their application is successful by Friday 25 September 2020

Application Criteria

- Applications are open to professional independent artists and creative practitioners running their creative practice as a business, producing original, high-quality work who are living and/or working in Perthshire & Kinross and the Tay Cities area which includes North Fife, Dundee & Angus
- We are not accepting submissions consisting of items that are bought in and not original in design – for example, jewellery that is assembled from manufactured beads or knitwear from commercial patterns.
- Work must be handmade, or produced in small batches, finished to the highest standard
- Participants will need a creative business FB & Instagram account and actively co-promote the event to their audience
- Preference will be given to participants with an online selling platform such as Etsy or their own website
- Participants provide an offer of their choice to be available for the limited period of the Online Christmas Design Market, this can be any or a combination of the following ideas: free p&p, lucky gift bag item included in order, % discount on orders place in this timeframe, voucher towards a future workshop etc
- P&P costs/methods will be determined by participants to best suit both artist & buyer
- Be available for duration of online Perthshire Creates Christmas Design Market to respond to online sales & enquiries
- All participants MUST have public liability insurance. Having memberships to either A-N or the Scottish Artists Union includes public liability insurance, and have a copy of 'certificate of insurance' available on the day should it be required

VIDEO

- Participants will be asked to create a 60 second film about their practice and the items they create
- Support will be provided in an exclusive webinar run by professional film maker Jon Gill who regularly runs #MadeOnAMobile workshops. The webinar will be 2.5 hours on a set date and all participants will be given a list of what requirements they will need available in order to take part. This can be done using either an Apple or Android mobile or tablet device. Partici-

pants will be asked to download a couple of apps before the webinar, full information will be shared ahead of the webinar.

- Artist videos will be submitted to Perthshire Creates for planning Marketing activity.
- Participants consent to their email address being shared with Jon Gill from #MadeOnAMobile in order to receive an invite to attend the film making webinar. Personal details will only be retained by #MadeOnAMobile & Perthshire Creates for up to 1 month after the event for follow up and feedback purposes only.

IMAGES

- In addition to the video, excellent product images will also be required and can be submitted via the application form
- Images need to be sized to 2000 pixels on the longest side
- **These images will be used in the marketing of the event, therefore excellent images are vital, please NO WATERMARKS, NO NAMES on the images and NO MONTAGE images. It will be these images which will drive visitors to your site, so PLEASE only submit images which clearly show your product, have a clean, fresh and contemporary look and if appropriate include images with seasonal products.**
- ALL image FILES must be clearly labelled with your business name. Any images with watermarks, names, montages **MAY EXCLUDE** your submission.

Promotion of the event

- Perthshire Creates will undertake the marketing and promotional activity to support and build the success of this event, including a dedicated Facebook Event page, web content, social media. Participants co-operation in promoting the event is a VITAL part of taking part in this event, which is being run in association with OnTheSuperFly with #MadeOnAMobile.

Selection Process

- Originality and quality of work are the main criteria for the selection process, and we want to ensure there's a good mix of work for the potential buyers.

Submission Outcomes

- Successful applicants will be sent notification and payment details by Friday 25 September 2020
- Confirmation and payment is requested by return after notification

Dates to Note

- Application Deadline – 12 Noon Monday 21 September
- Notification – Friday 25 September 2020
- Acceptance & payment* – By return & prior to agreed webinar date
- #MadeOnAMobile Webinar - Wednesday 30 September, 10-12.30
- #MadeOnAMobile Q&A Follow Up Webinar - Thursday 8 October, 10-12
- Social Media Management Webinar - Wednesday 28 October (time tbc)
- Online Christmas Design Market Launch – 6pm Thursday 26 November
- Online Christmas Design Market - until 6pm Sunday 29 November

*Please note that payment will not be chased, if not received by return and prior to the webinar it will be presumed that you no longer wish to take part in the Online Christmas Design Market

Other Information

- The Online Christmas Design Market is our second online event. Artists feedback from the July Digital Design Market (70% response rate from participating artists) has been taken into account and we aim to run an event that is appealing to both the creatives taking part and the audience
- Expectations of a new selling opportunity need to be carefully considered if you choose to apply, an online event doesn't always mean sales at the time, as with any event, there are several reasons for taking part in addition to selling
- Before applying, it's important to consider if your products are suitable for buying online
- Before applying, it's important to consider how happy you are to use online ways to sell your product, engage online with customers and engage with promoting your participation online to help spread the word
- Feedback from sales activity during the 3 days of the Summer Digital Design Market includes the following:
 - 41% of those taking part made sales of between £100 - £500
 - 37% of those taking part made sales of up to £100
 - 17% made no sales
 - 5% preferred not to say
- In addition to sales, other benefits from taking part were recorded as:
 - 86% saw an increase in followers/likes/engagement on social media accounts
 - 83% developed new digital skills from film making to use of social media
 - 74% enjoyed networking with other stallholders via the FB Artists Group
 - 54% connected with repeat customers
 - 37% learned about other online events
 - 31% had interest in future workshops
 - 31% had interest in commissions

Apply using this survey monkey link:

<https://www.surveymonkey.co.uk/r/NWDWXNM>

If you have any further questions please contact Dougie Scott on Dougie-Scott@culturepk.org.uk or Caron Ironside at contact@perthshirecre-ates.co.uk