

Crafts Council

The Power of Experiences

Bringing Craft Experiences
to your Business: Checklist

November 2021





Bringing Craft Experiences to your Business: Checklist

Are you hosting your own experiences?
Here is a check list of things you need to consider:

Basics for hosting an experience

Complete

- Have you researched and defined the experience you wish to host?
- What is the title of the experience?
- Who would you like to attract as a participant?
- What is the maximum number of participants? Will it be a group or a one-to-one event?
- When will it take place? Is it a series, or will you repeat the experience?
- Do you have the skills to deliver the experience?
- What is your budget to set up the experience?
- Do you have a mailing list to promote the event?
- What is your marketing plan?
- Have you booked a venue? Does it have insurance for participants? What are the health and safety requirements?



Are you hosting a workshop?

Complete

- 1 Can you source materials ethically and sustainably?
- 2 Have you tested your plan for the session?
- 3 Have you done your sums? How many people do you need to make the event financially viable?



Is it a ticketed event?

Complete

- 1 What are the terms and conditions for bookings?
- 2 What is your refund policy if you or a participant cancels?
- 3 What is your booking system, for example, a web form on your website, a direct message, an online Google form?
- 4 How much will you charge?
- 5 How will participants pay?



Will your event take place in a venue?

Complete

- 1 Have you read the terms and conditions if you're hiring a venue?
- 2 Do you have public liability insurance?
- 3 Have you done a risk assessment?
- 4 What are the access needs or requirements?
- 5 What transport links or parking facilities are there?
- 6 What other facilities will there be, for example, water or other refreshments, toilets, tables, chairs, heating?



How will you market the experience?

Complete

- 1 Do you have a budget for social media adverts?
 - 2 Have you drafted a press release and who will you send it to?
 - 3 Can you use any images of your previous events?
 - 4 What is your promotion plan, for example will it be local, on social media, through your own contacts?
 - 5 Will you take photographs at the event? How will you ask for participants' consent?
 - 6 How will you describe the event? Do people know what they are getting?
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Are you collaborating with another person or business?

Complete

- 1 Have you identified each person's skills?
 - 2 Have you defined and agreed everyone's responsibilities?
 - 3 What are each person's financial responsibilities and gains?
 - 4 Have you agreed your promotion and branding?
 - 5 Do you have a signed agreement?
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Health & Safety

Complete

- 1 What is your health & safety policy?
 - 2 Is the venue accessible? Will the delivery of the event be accessible?
 - 3 Have you identified and carried out cleaning requirements?
 - 4 Fire safety: where are the fire escapes, escape routes and muster points and are they clearly signposted?
 - 5 First aid: do you require a first aid qualification?
 - 6 Have you reviewed and updated COVID-19 advice?
 - 7 Is the space ready? Have you cleared away non-essential items? Do you have clear signage and labels, if needed?
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Refreshments or no refreshments?

Complete

- 1 Do you have facilities for refreshments, including washing areas and power points?
 - 2 Is drinking water available? Do you need cups?
 - 3 Will you offer tea and coffee and caffeine free options? Could you use a large thermos?
 - 4 Will you offer snacks? Have you considered allergens? How will you make clear if snacks contain allergenic ingredients?
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What happens after the event?

Complete

- 1 Will you contact participants as a follow up? Do you need to send thank you notes?
- 2 Will you encourage participants to do an online review?
- 3 Will you encourage participants to promote the event on their own social posts?
- 4 Will you promote other events or products to your participants?
- 5 Have you asked for participants' consent to use their images on social media?

Registered Charity Number 280956

The Crafts Council is supported using
public funding by Arts Council England.

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