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April 1, 2017

FALL OPEN STUDIO CONTINUES!

Greetings Vermont Crafts Council Members,

Fall Open Studio gives us the opportunity to try some new ways of promoting our work based on the Spring Open Studio model. We'll have some announcements about this once our plans are firmed up.

WHAT'S NEW?

Only one weekend, October 14 & 15, 2017. We chose this weekend because it falls within the American Craft Week celebration and it avoids Columbus Day Weekend. Artist participants from last year told us that Columbus Day Weekend has too many other well established major craft shows that draw visitors and artists.

CONTINUED CHANGES FOR ARTISTS

Map Format – Instead of a “booklet” format, the map guide will be a two sided page that will fold into 4” X 9” – the size that fits into a brochure rack. The look of the folded piece will be the same as always in order to maintain the “brand” of Open Studio.

Artist Listings – Individual listings will include, Business, Maker Name, Address, Phone, Five Words of Description, Website. Ads will still be available, at a different size and price.

Directions – We will continue to reduce directions in artist listings.

Ads - We will offer larger ads that will be placed on the map side of the map.

Not Changing - You must still be a current member of the Vermont Crafts Council in order to register for Open Studio Weekend. Please check out other membership options online at this link: http://www.vermontcrafts.com/OSW/your_choices.html.

WHY SHOULD YOU DO FALL OPEN STUDIO

AMERICAN CRAFT WEEK - During Fall Open Studio Weekend, we will continue to flood social media with Open Studio posts and do our usual radio blitz. We will continue our national exposure via American Craft Week that promotes craft events that occur during **October 6 – 15**. Everyone registered for Fall Open Studio will be automatically promoted on the ACW website and with their national media campaign at no extra charge (a \$25 savings for you).

Fall Open Studio Weekend is an excellent promotional tool that provides the following opportunities:

Educate the buying public. Show them what you do and how you do it which will increase appreciation of your artwork.

Build a personal relationship. Buyers like to know the artist. Take advantage of foliage visitors.

Advertise your business. Open Studio Weekend, at \$110, is less expensive than one display ad in a magazine, and Vermont Crafts Council advertising efforts reach far more people than one print ad.

Plant a seed. Sales may not happen immediately, but will often happen after the event when the next gift-giving occasion arises. This is particularly true for high-end items as wealth continues to be concentrated at the top. Fall Open Studio is close to the holiday season.

Open Studio Weekend fee is lower than other event fees. Unlike a craft fair or farmer's market, during Open Studio, you have the visitor's full attention. They've come to see you specifically.

You can do all this at home

No schlepping booth and artwork to a show.

No expenses for gas, lodging or meals.

Your studio is relatively impervious to inclement weather. Both you and your visitors will be more comfortable.

You can be working during slow times.

Having your workspace clean and organized can encourage your creativity and productivity and help you get ready for the busy holiday selling season.

Please remember that Spring Open Studio and Fall Open Studio are not the same event. Visitors have different reasons for touring and buying.

**REGISTRATION DEADLINE IS JUNE 16!
EVERYONE REGISTERING BY MAY 31ST WILL BE ENTERED INTO A
DRAWING FOR A FREE AD OR FREE ENHANCED WEB PAGE.**