

Market Checklist.

Week 1 (four weeks out from the market)

- Check your Public Liability Insurance - if the certificate of currency (COC) you have in your profile expires before the bump-in & the market, you won't be allowed to trade. Upload a new COC in the member resource area > update my details.
- Update your profile on our website. This includes uploading new and relevant photos as well as updating and double checking the profile wording.
- Organise your permits (food & liquor). Check what you need and apply for them, then send to the Handmade team: admin@handmadecanberra.com.au
- Start compiling a list of stock that you need to make. Have a plan and stick to it. Come market week, you want to be working on your marketing strategy to promote yourself at the event, rather than making.
- Do you need to do any printing of business cards or signage? Now is the time to organise that!
- Order your packaging and bags. Remember that the ACT has a ban on Single Use Plastics. Ideally our stallholders should be asking customers whether they even need a bag and if so, provide the bag should be made from paper or biodegradable plastic.
- Get busy making stock for the market!

Week 2 (three weeks out from the market)

- Think about your stall set up. You can find inspiration from the photos from previous markets. Visit the main Handmade Canberra Facebook Page: www.facebook.com/HandmadeMarketCanberra - Click on Photos > Albums.
- Think about whether you need to place an order with Barlens. You can do this via the order form in the Member Resource Area. Barlens organises power at the event and equipment hire like tables, covers, chairs, backing walls etc. Note: there is a charge for late orders!
- It's time to set up your market display to make sure it's ready to go. Practice setting it up so that come bump in, you are ready to go!
- Read the stallholders handbook to make sure you are ready and know all the important information for the market.
- Book your accommodation or tell your friends that you are coming to stay. Don't forget to utilise our accommodation partnership with Canberra Park!
- Work on your marketing strategy for the leadup to the market. Plan your sales strategy, map out your social media posts, let your customers know you'll be at the market by placing an update on your website and sending an email to your EDM, share the Handmade FB Event with your followers (don't create your own pretty please!)

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Week 3 (two weeks out from the market)

- Organise your cash float. It is advisable to have cash so that you can still trade in the event that WiFi at the venue goes down. There will be no ATMS's on site however our market is not a cashless event, so it pays to be prepared!
- Make sure you know what to do if you have a customer that wants to use their Handmade Giftcard at your stall. Find this in our handbook (which is in the members resource area).
- Create a signup sheet for your EDM. If you don't have room on your stall for a clipboard style signup sheet, consider creating a QR code instead.
- Check your Square reader, EFTPOS machine etc by turning it on to ensure any updates are pushed through and that it works! Make sure you know how to use it and how to process manual transactions. Get your charging cables together and store them together with your cash float. Order extra EFTPOS rolls from your bank if required.
- Start promoting the event via your own social media channels. As part of the terms and conditions for each event we hold, stallholders agree to post at least twice about events in the lead up. Of course, we'd love it if you did as many as you can!

Week 4 (the week of the market!!!)

- Stop making stock! Your time is now better spent promoting your presence at the event as well as finishing up the packaging and pricing of any stock you have made.
- Pack your clothing. Remember to pack comfortable shoes and wear layers so you're ready for whatever the weather brings.
- Get your power cords together ready for tagging.
- Put the Handmade phone number as a contact in your phone: 0402 247 532
- Pop your Hi-Vis Vest in the car somewhere accessible, as you need to wear it into the venue to check-in and for the entirety of bump-in and bump-out.
- Make sure you know where and when you are leaving, the route you're driving and when your bump-in time is.
- Make sure you have told your customers that you will be attending the market! Post photos of stock you're bringing to the market, share the market graphics and make sure you are utilising your audience.

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Some things you might need to pack

- Calculator
- Pens (a few because we all know they run out when you need them most)
- Stapler with extra staples
- Paper/notepad
- Tape/blu tac
- Cash receipt book (this is a legal requirement)
- Extra Eftpost rolls
- Charge cords to everything
- Rubbish bags
- Panadol/ medicine
- Sanitiser for your stall
- String
- Scissors
- Face mask
- Any tools (eg. pliers, hex keys, screwdrivers ect.) and spare bolts etc. that you require for your setup
- Your stock... please don't forget this. It might be a slow weekend without it ;)
- Your signage, packaging, carry bags ect.
- Your refreshments – bring water, snacks, mints etc. You're going to be busy on the market days so be prepared.
- A smile! 😊

Take a deep breath - look how organised you now are... you've got this!