

**REGISTRATION
FORM**

March 7, 14 & 21 2009

Email registrations will not be accepted.

Mail or fax completed form and payment to:

NSDCC

1113 Marginal Road

Halifax, NS B3H 4P7

ph: 423-3837 fax: 422-0881

Name _____

Address _____

City _____

Province _____ Postal Code _____

Email _____

Contact phone _____

workshop:

session 1 session 2 session 3

subtotal \$ _____

discount \$ _____

subtotal \$ _____

hst (13%) \$ _____

total amount enclosed \$ _____

payment method (check one):

cheque money order

Visa MasterCard

card number _____

expiry date _____

BOOST YOUR BUSINESS !!

Three sessions full of good ideas, hands-on exercises, information and sources with Jeffrey Cowling.

Location for all sessions:
NSDCC, 1113 Marginal Road, Halifax

SESSION 1

Good Booth Design for Retail & Wholesale

Saturday, March 7, 2009

10:00 AM - 4:00 PM

Member **\$75** non-member **\$90**

This component will address such topics as:

- **Lighting** for impact - how to display with pizzazz
- **Shelves** that work for your product - options you need to know
- **Alternate materials** for walls & risers - affordable options
- Legible high impact **signage**
- **Cash/sales area** of your booth - be ready and organized
- **Set-up and tear down** - surviving with a smile
- **Shipping/receiving and crating** - why the anxiety?
- **Fire regulations** - know what's expected of you

Good booth design and product presentation are critical components in successfully selling product at wholesale and retail trade shows in both export and domestic markets.

SESSION 2

New Product Design and Development

Saturday, March 14, 2009

10:00 AM - 4:00 PM

Member **\$75** non-member **\$90**

This component will address such topics as:

- The changed **economy** - what to do
- Developing **new products** from existing lines – keep it simple
- Realistic **production** capabilities – what's in your studio?
- **Designing product** for retail and wholesale markets
- **Fashions and trends**
- What is a **designer/maker?** – valuing your talent

New product design and development are critical for any crafts business wishing to maintain and expand its share of the marketplace, in both domestic and export markets.

SESSION 3

Marketing Yourself

Promotion for Artists and Craftspersons

Saturday, March 21, 2009

10:00 AM - 4:00 PM,

Member **\$75** non-member **\$90**

This component will address such topics as:

- How to get and keep **media attention** - they need you.
- **Communication** with customers - what they need to hear from you
- **Promotional materials** such as media packages - what are they?
- Emphasize the **unique qualities** and materials of your product
- **Closing the sale** - overcoming buyer apprehensions

Good communication, promotion and product presentation are critical components in successfully selling one's brand and product at wholesale and retail trade shows in both export and domestic markets.

Your registration will not be confirmed until payment has been received.

Cancellation policy:

A 75% refund will be given if the applicant cancels his/her participation two weeks prior to the workshop.

A full refund will be given in the event the NSDCC cancels the workshop.

No refund will be granted if the participant cancels his/her registration within two weeks of the start date of the workshop.

*Support for this workshop series
provided by Industries Growth
Funding through The Nova Scotia
Department of Tourism, Culture and
Heritage.*



NSDCC

**Some of the
essentials:
Workshops with
Jeffrey Cowling
March 7, 14 & 21
2009**

**Nova Scotia Designer Crafts Council
1113 Marginal Road
Halifax, NS
B3H 4P7
902.423.3837
www.nsdcc.ns.ca**