

## **USING MAPS & POSTERS TO PROMOTE YOUR EVENT**

**Maps - We expect you to partner with us to distribute maps in your area.**

**If you are working by yourself with no regional group, here is a plan for distributing the maps.**

- Your local Chamber of Commerce - you might have to be a member so check first.
- Leave 5 each in five inns or B&B's in your area. This is a chance to introduce yourself and leave a business card or, better yet, some postcards of your work.
- Keep 3 to 5 in your studio to distribute during the weekend. Visitors stumble upon Open Studio by following the yellow signs and need to get a map from you. Make sure to hold on to one for your own reference needs.
- Find a local gallery, museum, or arts related site (like a restaurant that has exhibits on the walls) and leave a few maps there.
- Mail a few to your best customers, give some to your best friends.

### **Customize the Map**

Paperclip your business card onto the page with your directions.

Add a post it "flag" on the page with your listing and star it.

Make an invitation that will fit inside the folded map dimensions (4 X 9) describing what visitors will see during the weekend at your studio - a demonstration, the kiln opening, a tour, the beauty of your gardens... But don't make it too thick as the map itself just barely meets the size regulations included in the new postal regulations.

### **Map Distribution**

Make a distribution plan for your area. Check back to see if more maps are needed. You can always get more from us. Where to put them : galleries, art supply stores, restaurants, libraries, chambers of commerce, information centers (We send to the Vermont Tourist Information Centers on the interstates.) book stores, inns, Bed and Breakfasts, Air BnBs.

### **Make some posters into map distribution tools.**

Staple a large zip-lock bag to the bottom of the poster and put a few maps in it. Then place the poster on a bulletin board in a library or grocery store and check back to replenish the supply.

### **Posters**

Each participant is given 10 posters. Concentrate them on community bulletin boards. Some sites may be able to take both maps and a poster. Or make a poster into a map distribution tool.