



Visual Merchandising Courses

Winning Displays

Networking, Exhibitions, Markets & Tabletops

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Six steps

1 *Message*

What are you saying?
What are you promoting?
What is your business all about? You know – but do they?

2 *Location*

Where is the display?
Shell scheme? Table? Cabinet? Panel?
Who will see it and where?
Captive audience?
Remember sight lines & customer flow! From which direction are they approaching your stand?

3 *Know Your Customer*

Are you exhibiting at the right show? (Not as daft as it may seem!)
What are the visitors looking for – can you help?
Make it clear what you are offering.
What is your USP? (Unique Selling point)

4 *Inspiration*

Where do you find it?
Your brand - your business!
Colour scheme, impact
Pinterest, Google images, magazines... (and of course Made You Look!)
Budget, props, materials

5 *Good Display Techniques*

Pyramids & space
Height & Pyramids
Focal Points, Sight lines
Balance, Grouping, Depth
...and take a few tools!

6 *General Housekeeping*

Keep your stand looking tidy – coffee cups hidden!
Lights working - pointing the right way?
Straighten up leaflets, signs & cards throughout the day. Right way up??
If it's quiet go & network...but magically re-appear if needed.
...and any dead flies it's time you went home!

Preparation

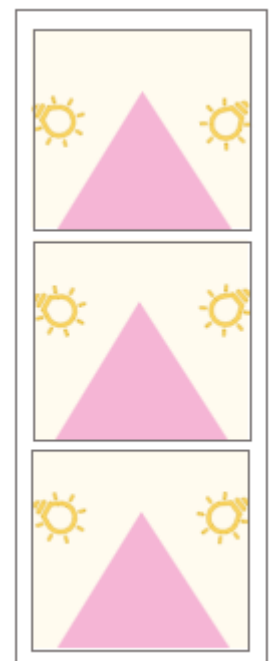
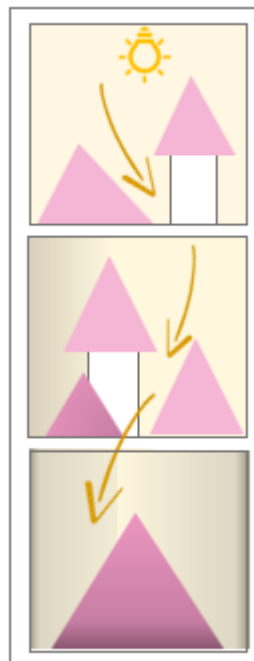
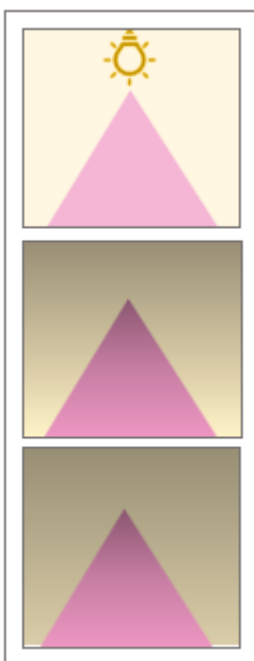
- Get in touch with the organisers to find out exactly what you can expect so there are no surprises on the day.
- What size is your stand. How much space have you got?
- Shell scheme or space only?
- Shell – what are the restrictions? Can you pin into it or paint it? (or not touch it at all!)
- Will you be against a wall or in the centre of the room?
- Where are your customers coming from – sightlines?
- What are you provided with – what is included?
- Table display and chairs – or can you do without?
- What display equipment will you need? Ladders?
- 'Feel' the space!
- Will you need power? Extension leads, Cable covers, Pat tested?
- Public Liability Insurance? Risk Assessments? Health & Safety?

On set up

- Get there in plenty of time to prepare.
- Determine your own boundary. Flooring? Space!
- Do you need a backdrop? Can you suspend securely and safely from anywhere? (Permission)
- Do you need sandwiches? Water? Power-bank?
- Make sure you fit in with the branding
- ...and of course, body language! Be organised appropriately for all those enquiries or sales

Styling basics to remember...

- Don't try to display all your products at once – or tell people EVERYTHING that you can do.
- Focus on one product / colour / theme or message / target customer but be prepared to have other products or colours to show if asked for in conversation. (Tablet)
- Importance of having somewhere to hide/store products and stock. Handbag too! For example a long tablecloth under which you can do the Mary Poppins bag thing!
- Make sure your table cover hides everything underneath & is level (and of course crease-free!)
- Make sure everything is ironed or steamed and looking its very best! Will look more expensive too.
- Plinths and risers for height, and good signage / product information at waist to eye level.
- Pyramids!
- Samples? Offers? Enticements?
- Talk to people & keep smiling! (and whatever you do DON'T look bored or study your 'phone)
- Above all – stand out from the crowd and attract attention!



Let the light bounce through your displays. If you can't see it – you can't sell it!

Notes