

**SET OUT YOUR STALL**

**Top 5**

# **RUNNING A STALL DOs & DONTs**

Get the most out of the events for your business  
this summer

[@CARI.KIDSACTIVITY.STRATEGIST](https://www.instagram.com/CARI.KIDSACTIVITY.STRATEGIST)

# Hi, I'm Cari



I've been running classes for children for almost 7 years, growing my business and a team to teach foreign languages through music, fun and sensory play to more than 200 children every week.

Before that, I worked for national charities, which often involved attending and running stalls. I went to everything from village shows to national conferences with over 20,000 delegates attending. I would often have a very limited budget and resources and had to come up with ways to get people's attention to . I ran lots of stalls, getting national media coverage and even won awards for my ideas.

At the moment, we are struggling to connect with people online – let's face it, social media just isn't connecting the way it used to – and actually meeting people in real life and having a proper chat is a great way for children's activity businesses to make those connections.

Local events are a great way to meet your local audience to tell them about your local business. It's an amazing opportunity as not only are you in front of your ideal customers, you can make a strong face to face impression and start bringing them into your world.

It might feel like attending events is a lot of work and effort, but by making a few tweaks to how you approach them, you can use other people's events to your advantage to boost your own business.

Summer is a great time for lots of different events, so why not try out my tips for making the most of a stall at the next event you've booked to attend. You don't need to spend a lot of money – most of my tips can be implemented for free.

Good luck!

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# Before

## you go ..

**DO**

### **SET AN OBJECTIVE**

Have a think about what you want to get out of the event – is it contact details? Is it visibility? Think about who you are there for and why

**DON'T**

### **JUST ROCK UP**

Your time is valuable – it might be a nice day out, but you need to have a reason to give up time in your business. As long as you know what it is, you can plan accordingly



# When you get there ...

**DO**

## **GET YOUR GAME FACE ON**

You and your business are on display – put your biggest smile on and say hi to everyone who comes past – you never know what might come of a casual chat

**DON'T**

## **PUT YOUR FEET UP**

You need to be approachable and ready to chat – don't just sit there head down and glued to your phone



# To get people to come over ...

**DO**

## **GIVE THEM A REASON TO STOP**

Have something on your stall to bring people over. Is it bubbles, stickers, music or something you that your ideal customer likes?

**DON'T**

## **HAND OUT FLYERS**

It's 2026 – paper flyers just get shoved into bags or pockets, or more likely – just get binned. Think of something people are more likely to look at when they get home to remind them of your business



# While you're chatting ...

**DO**

## **HAVE A WAY TO CONTACT THEM**

How do you want to communicate with your customers – do you want them to follow you on your socials, or do you want their email or number?

**DON'T**

## **LET THEM WRITE IT DOWN**

Handwriting can be so hard to make out once you've got back. Either have somewhere they can type it out – or set up a QR code for them to scan



# When you get home ...

**DO**

## **FOLLOW UP & EVALUATE**

Contact everyone you spoke to within 24 hours of the event.

Also take the time to evaluate the event - was it worth it?

**DON'T**

## **WRITE IT OFF BECAUSE YOU DIDN'T MAKE ANY SALES**

Most of the people you met today was their first time. You might not have sold or booked anything, but you've got leads to work on.

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GOT AN  
EVENT  
SOON?

CLICK [HERE](#) TO BOOK  
A FREE 15 MINUTE  
CALL WITH ME FOR  
SOME EXTRA HELP  
WITH YOUR EVENTS

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