Making the most of your membership

UKCraftFairs
A good order to do things

1. Main Listing
   It is really important that you create your main listing.
   It is the focal point for other members to get information about you.
   Avoid adding information about specific events or information that will date.

2. Event Venues
   Before you can add any of your events, you will need to add at least one of the venues you are using.
   The venue address may be the same as the mail listing address.
   You can add all the venues you use in one go, or come back and add more later.

3. Your Events
   You can list all your craft related events.
   When adding your first event provide all relevant information. You can then use the copy function to quickly add more events.
   Your events appear in the calendar, map, searches, local pages and the weekly newsletters.

“Whenever you interact with someone via the site, a link back to your main listing is sent.”

Before you do anything else, make sure you add your main listing.

Your main listing explained

Adding your main listing is vital.

It pulls together all your content into one place where people can easily find it.

People visiting your page can contact you directly from it, they don’t have to go to your events.

Perhaps more importantly, if they contact you they have a place to come back to.

Make sure you add all the details you can but don’t add details that go out of date. If you do not update the content, people will think that you are not maintaining your page.
Adding a Craft Fair

As an event organiser you need to achieve a number of things. If you are running a craft fair or show then you will want to find good venues, attract quality stall holders and then attract visitors on the day of an event.

You may have already achieved part of what you have set out to do but could always do with a little extra help.

Adding your venues and your events

Event venues
This is not the same as being a venue member. It is your list of the venues, that you use to hold your events. If you are a venue and you are also running events, you still have to add the venue details again here.

The good news is that you only have to add your venue once. Then each time you add a new event, just select it. If you start using a new venue, just add it.

Your venue is used to help people find the location, it appears on the map if the postcode is correct. The venue will appear on the event listing and is a key piece of information.

You can include really useful information about the venue that will help both visitors and exhibitors.

Adding your fairs
Select a venue you have already added from the drop down list.

The event form is quick and easy to complete, but it is good to add a nice long description. Make sure you add the sub title (event objective), it can help people to quickly understand something important about your event.

Availability and Pricing
Including the number of tables, price and availability information allows logged in members to get an idea of see if the event is for them.

You can also offer a 5% discount on your events to other members of the site.

Dates and times
You can only add consecutive dates with a maximum length of seven days.
Adding a craft course

You add a course in almost exactly the same way, using the same form, as a craft fair.

The only difference is that you should also set the course category. This puts your course into the appropriate guide.

You can include workshops, craft holidays etc. anywhere where you are teaching arts and crafts.

Adding a Gallery Exhibition

If you are running a viewing, art gallery or the like, where people can come to view arts and crafts, then select this option, when adding an event.
Shop window

If you are an exhibitor, adding a shop window is a must.

It does a few things for you. It helps the organiser that you contact understand your work and it makes Click and Collect available.

Click and Collect works with either your own location (if you have ticked the box when adding your main listing), any events you have added as attending or any events on the site that you have marked as attending.

You must include a picture, for the items to appear in your listing.

Your item also appears in the showcase, which lists items by type.

Although your main listing may be in one category, each item can be in its own. This can mean a much more accurate spread of information about your work across the site.

Self publishers

If you are an author and have uploaded your book to Amazon.co.uk, (Kindle or Paperback) we can add a link from your item page, directly to where it can be purchased.

The Click and Collect button appears, if it is available. Once clicked the list of available places to pickup from appears in a box.

You can pay online for delivery from the site, it is all about going out and seeing more and experiencing more whilst you are there.
There are broadly three event types you can add. **Selling**, **Learning** and **Viewing**. These are represented by Craft Fairs, Craft Courses and Gallery Exhibitions.

**Craft Fairs and Shows**
These are events where you are looking to attract stall holders to sell the things they make. This could include, county and country shows, makers fairs, steam rallies etc. Provided that craft stalls are available at the event.

**Craft Courses and Workshops**
These are events where you are looking to attract attendees to learn what you are teaching. These can also include craft holidays, seminars etc. Anywhere people are learning about arts and crafts.

**Gallery Exhibitions**
These are events where you are looking to attract artists to display their work for others to view. These could be art galleries, cafés, hotels, etc., anywhere that you are organising an exhibition.

‘Make sure you sign up for Craft Weekly. You need to opt in.. Without it, you will not know what is going on.’
Navigating your way around the site

There are many thousands of content pages on the site, so being able to quickly navigate to what you are looking for is important. When you are adding content, make sure you put yourself in the right categories, so that people can find you and your work.

The top navigation has three main levels.

The dark green section at the top is fixed in place, so you can scroll down and it will always be visible. From the top navigation you can get to just about anywhere on the site. On a small screen the text will be hidden and just the icons will be left. The hamburger menu is used to group all of the drop-down menus into one icon.

The next level down is the tabbed menus. One for searching, one for information and one for logged in (as shown above) members content.

The third level down is a sub-menu of the tabbed menu. This allows you to delve a little deeper. For example by going down to region, county or town level for craft fairs. This menu can change based on the information in listing and events too.

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On a small display, the top menu will shrink down to just the main navigation symbols. Click on the hamburger, to see all the other links.

The footer

In the footer you can find links to you may not be able to find in any of the menus at the top of the page. The footer is visible at the bottom of every page.

"Some of the sub-menu navigation lists can scroll left and right."
Symbols

The site uses symbols to visually help navigation. Listed below are most of them with a little added meaning. On the site, their colour will change depending on the background colours, or their relationship to the content.

- **Home** symbol: Clicking this symbol will take you to the home page, use the drop-down by your name to go to your own home page.

- **Calendar** symbol: This is the calendar symbol. The calendar pulls all event types together by date.

- **Search** symbol: This symbol is used to indicate a search function.

- **Envelope** symbol: If you have receive a message via the site you will see a number next to your envelope.

- **Link** symbol: Clicking on this link symbol will take you to the bottom of the page.

- **User** symbol: This is the symbol that represents you, it will have your name against it, when you login.

- **Camera** symbol: Add a picture, the symbol will be replaced with the picture once added. You can then click the picture to change it.

- **Contact** symbol: The supplied contact telephone numbers are available to you, once you are logged in.

- **Arrow** symbol: This is used to indicate a drop down menu.

- **Drop-down** symbol: The hamburger menu is used when there is not enough room for a list. Like on the small menu of a mobile phone.

- **Calendar list** symbol: The calendar lists all craft events by date, it is in a flexible box so weekends are marked with a light green background.

- **Map** symbol: The maps pull together craft events by venue. You can click on the map pins in the sub-menu to filter by event types, fairs, course or exhibitions. Clicking “All” will display all three event types again.

- **Map pop-up** symbol: Clicking on a pin on the map, will display a pop-up box with information about the venue and a link to the venue list.

- **Date bold blue** symbol: You click on any date where the text is bold and blue, as they have events happening on those days.

- **Map filter** symbol: The maps pull together craft events by venue. You can click on the map pins in the sub-menu to filter by event types, fairs, course or exhibitions. Clicking “All” will display all three event types again.

- **Map pop-up** symbol: Clicking on a pin on the map, will display a pop-up box with information about the venue and a link to the venue list.
If you are not yet a member, it’s easy to get started

You’re just three steps away

1. Fill in the application form - UKCraftFairs.com/join
2. Choose your subscription schedule
3. Make your first payment via PayPal

You will be creating a subscription that renews automatically. You can cancel at any time before your next subscription payment is due.