



Are You Events Ready? Tips for Therapists Attending Autumn & Winter Fairs

From October onwards, the calendar fills with craft fairs, wellness markets, and Christmas events — and for many therapists, this is one of the *busiest and most exciting* times of the year.

Events are wonderful opportunities to:

- ✦ Raise awareness of your therapies
- ✦ Meet new clients
- ✦ Connect with other therapists and local businesses
- ✦ Grow your email list

Whether you're a seasoned exhibitor or attending your first fair, being **events ready** takes a bit of planning and a lot of heart.

Why Events Still Matter

Even though the public is much more aware of holistic therapies today than years ago, events still offer something special: **connection**.

Face-to-face conversations help people understand *you* — the therapist behind the business. They get to experience your warmth, your energy, and your professionalism. It's this personal connection that can turn a curious visitor into a loyal client.

Before the Event: Preparation is Key

Here are a few things to think about before you arrive and set up your stand:

1. **Know Your Purpose.**
Decide on your goal — awareness, new clients, email sign-ups, or simply enjoyment. Setting an agenda keeps you focused.
2. **Promote Early.**
Post about the event on social media a few weeks before. Tag the venue and other stallholders. Share the event flyer and create a short video to say you'll be there.



3. **Have a Banner That Works.**

Make sure your name and contact details are clearly visible *at eye level*, not hidden at the bottom. Keep wording simple and readable.

4. **Think About Your Display.**

- Use a full-length table cover to hide boxes underneath.
- Create height and interest — don't lay everything flat.
- Keep it colourful but uncluttered.

5. **Bring Easy Takeaways.**

Leaflets, postcards, or business cards with a **QR code** to your website or booking page make it simple for people to connect later.

6. **Showcase with Tech.**

If you have an iPad or laptop, play a looping slideshow of your treatment room or therapy photos. It's eye-catching and helps people visualise the experience.

During the Event: Connection & Collaboration

Once you're set up, think about interaction, not perfection.

💬 **Chat with visitors.** Ask how they're enjoying the event or if they've ever tried your therapy before.

👋 **Talk to other stallholders.** Collaboration, not competition, makes everyone stronger. You can even record short video snippets interviewing other stand holders — it helps both of you reach new audiences.

📷 **Capture Content.** Take photos and short clips of your stand, your setup, and the atmosphere. Later, you can turn them into social posts or a “day in the life” reel.

✉️ **Collect Email Addresses.**

Have a signup sheet, QR code, or raffle entry to build your mailing list. Then follow up with a thank-you email and an offer or tip.

💡 *Bonus idea:* Offer small “affirmation cards” or mini quote cards for people to take away — they're inexpensive, thoughtful, and memorable.



After the Event: Keep the Momentum

- Post photos and tag the event organisers and other stallholders.
 - Send a thank-you email to everyone who signed up at your stand.
 - Reflect on what worked (and what didn't) for next time.
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If You're Running the Event Yourself

Think about holding a pre-event meet-up for stallholders — a short, friendly session over tea or coffee so everyone can see the layout, meet their neighbours, and plan their setup. It creates a great sense of community and calm before the big day.

In Summary

Being “events ready” means more than having leaflets and a tablecloth — it's about:

- ✓ Knowing your purpose
- ✓ Presenting yourself clearly
- ✓ Making your space welcoming
- ✓ Connecting and collaborating

The more thought you put into your setup, the more confident and professional you'll feel — and that energy attracts clients.