



## Go Succeed Focus Group – Merchandising and Promoting your Craft

Go succeed (Engage, Foundation and Growth) is a ‘*catch all*’ service that meets the needs of individuals who have the passion for, and ambition to start a business enterprise and those who wish to grow their business both in staff and sales. For those individuals Go Succeed mix of masterclasses, mentoring, business planning support and grant assistance is the oxygen they need to launch and grow their business enterprise.

It is recognised that for the craft industry, in addition to being operational as the “crafter”, it can be challenging to navigate all areas of business. Feedback suggests individuals in the craft sector would benefit from specialised advice on visual marketing, presentation, and photography of their products, to help better launch their products into the public eye.

Working in collaboration with:

Mags McAlpin, Visual Merchandising Consultant, [creatingretailmagic.com](http://creatingretailmagic.com) and  
Ricky Parker, Photographer, [rickyparkerphotography.co.uk](http://rickyparkerphotography.co.uk)

Attendees are welcome to bring along items of their craft to gain individual advice from our guest speakers. (depending on demand, time slots may be assigned.)

- **Event:** Go Succeed Craft Focus Group
- **Location:** Orange Tree House, Greyabbey
- **Date:** 8th October
- **Time:** 9:30 – 13:00
- **Who should attend:** This event is open to any person in the craft industry (in business or just thinking about it.)

### Agenda:

09:30– 10:00	Registration
10:00 – 10:30	Creating Retail Magic - Visual Merchandising
10:30 – 11:00	Event and PR photography
11:00 -11:30	Outline of Go Succeed service (Start, Grow and Scale)
11:30 – 12:30	1:1 individual product review with Mags and/or Ricky
12:30 -13:00	Networking with light bites

**To register email:** [signaladmin@ardsandnorthdown.gov.uk](mailto:signaladmin@ardsandnorthdown.gov.uk)