Planning and Hosting Guidance

Planning

We are here to help. This help is open to any sweep / installer. To discuss any aspect of your presentation, please contact Office@guildofmasterchimneysweeps.co.uk or Marketing@guildofmasterchimneysweeps.co.uk

Booking

You can book and pay for a venue or otherwise look for someone to provide a venue e.g. a parish council or other interested group may provide hall – please see the template letter for approaching council etc. When looking for someone to provide the space for free, it may be useful to send the link to the video example of the presentation, so they know what they are getting. If you do have to pay, the investment will pay off with goodwill and referrals etc.

Advertising

Invite other sweeps / installers to join you as audience moral support. Encourage them to invite their local customers. Other sweeps are great for informal chat with visitors before and after.

- **Print**: We will provide bespoke printed material (posters / flyers) to advertise your presentation along with some Burnright brochures etc. Posters can be placed on notice boards, in libraries, pubs, shops, the venue itself. Flyers can be delivered to your local customers.
- **Email**: If you have your customer's email address, send an invite, we can assist with design.
- **Digital**: Promote the event on your website / social pages. We will provide some free of charge Facebook advertising targeted at a small local area to a well-defined audience target).
- Forward details to groups and organisations who may advertise the event (local council, fuel suppliers, groups with an interest in renewable fuels).
- Any other local press, media etc.
- Check out your venue if possible, make sure it has whatever equipment you require.

Hosting

Go over your checklist to ensure you've got everything you need (e.g. laptop / stick with presentation on it, props, printed material, raffle tickets (see below) etc.

Arrive early and meet with any helpers.

Set up the AV equipment and display the introductory slide.

Set up any signage required for visitors.

Set up a table with your props and brochures etc. Wet and dry logs, piece of kindling, a bit of a pallet, moisture meter, fan, thermometer, piece of coal, piece of smokeless coal, perhaps a wood briquette.

Set out the chairs – not too many – it's better to have to add more than to look at lots of empty seats. Put a Burnright brochure and any other material on each chair. Staple or clip your / others business cards to the brochure.

Start on time

Introduce yourself and any colleagues, state what you are going to present and why. Say that the presentation will be followed by a Q&A and it would be very helpful if any questions can be held until then.

Keep to time – you should be able to deliver this in around 20 minutes.

Point them toward the further information / fact checking at the end.

The Q & A. This is potentially the best part where people learn from the answers to other people's questions etc.

As you hit e.g. the 45-minute mark, gauge when the right time to stop is. Some people may need to leave, invite the rest to stay for informal chat with you and any colleagues.

Nice / fun touches – e.g. Give everyone a raffle ticket and make a draw for e.g. a moisture meter or a bag of kindling etc.

Tell the audience that you are available to make the presentation elsewhere and thank everyone for coming.