



Introducing the **TG RoadShows**

What is a TG RoadShow?

In 2014 TG introduced a new initiative, the TG RoadShow. The purpose was to invigorate local Federations and Guilds, and to attract new members. Successful events have been staged in Northampton, Burton upon Trent, Lichfield and Croydon.

Locally staged TG RoadShows are highly beneficial; they can help to increase the visibility of TG and help local Guilds to recruit new members. The RoadShow events provide an opportunity to involve the local press, TV and radio, to forge links with local businesses and generally raise awareness of TG.

How can we stage a RoadShow?

Help, advice and resources are readily available to help you stage your own RoadShow event. For more details, please see overleaf.

TG has resources available for Groups wishing to stage a RoadShow. They include:

- Flyers, posters and TG banners
- Advice – TGHQ will actively support RoadShow planning and TG’s media partner, Nexus Creative, is also available to support you with advice and practical help to stage the event, including help with PR, providing promotional material and by liaising with businesses who can provide content for the RoadShow.
- The attached guide, ‘How to plan a TG RoadShow’.
- Financial help

What do we do now?

Read through the ‘How to plan a TG RoadShow’ document and start to fill it in. Don’t forget – at all stages, practical and financial help will be available from TGHQ.

For enquiries or help, your contact should be:

Joanne Egan at TGHQ

Email: joanne@the-tg.com

Telephone: 0121 326 0400

Townswomen's Guilds, Tomlinson House, 329 Tyburn Road, Erdington, Birmingham B24 8HJ



How to plan a TG RoadShow

This is your step-by-step guide to planning a RoadShow. Dealing with each stage at the right time will help you to develop a successful event.

6 months before the event

Choose a Location

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Assemble a team to run the event

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Contact TGHQ about your intention to hold a RoadShow

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Choose a venue

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Make a provisional booking

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Contact your area Federation (if there is one)

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Contact Local Guilds for support

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Contact other ladies who might be prepared to help

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4-5 months before the event

Confirm booking of the venue (invoices for the hire should be sent to TGHQ for payment)

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Invite V.I.P. to open the event (e.g. Mayor, celebrity, councillor) and invite TG National Chairman

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Plan what you intend to do on the day

e.g. M & S Fashion Show

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Boots Cosmetics presentation

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Sainsbury food demonstration

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Offer Local Guilds display space

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Find small businesses who might like to hire a stall at the event
(pass the businesses contact details on to TGHQ, who will handle the booking)

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Contact local businesses for support (keep a list of companies approached)

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Source five good raffle prizes if you intend to hold a raffle

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Plan craft workshops (if you intend to include them) – Who? What?

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Organise an exhibition of Crafts enjoyed by TG or similar (if appropriate)

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Plan any follow up events e.g. setting up a new Guild.

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Refreshments - who will provide and serve any refreshments

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3 months before the event

Re-visit venue, check availability of:

- Kitchen (if one is needed)

- Audio system (music during the day and for Fashion Show)

- Projector and screen (to display TG website, if required)

- Wi-Fi

- Display boards

- Changing facilities for the Fashion Show (if including one)

- Prepare rough plan of room

- Agree a check list of materials with TGHQ – arrange for delivery

- Agree a date when all advertising materials will be available for distribution

2 months before the event

Decide who is doing what:

- Fashion Show – how many models needed, and who will organise the models?

- Tea/Coffee – decide cost and arrange for one person to make up a rota

- Raffle – who will collect prizes, buy raffle tickets, who will sell the tickets?

- TG information table – who will arrange the materials and man the table?

- Goodie bags – what is going in the bag, and who is going to fill them?

- Plan a timetable for the day

- Agree an M.C. who will oversee the running of the day

- Agree where and when flyers are going to be distributed

1 month before the event

Check details with Fashion Show provider (if holding one)

When should the models visit the store for fittings?

At what time should the models be at the venue?

Who will run the fashion show?

What display materials will they need?

Will they provide their own music for the fashion show?

Check with the Cosmetics provider (if appropriate)

How many make overs would they do in a given time?

What display space would they need?

How many volunteers would they need to get the make-overs going?

Venue - check that everything is in order

Check advertising in the local vicinity including the venue

Check that materials can be delivered the day before the event

Inform exhibitors of the space they have for their use

Agree a room set-up plan with the venue

Arrange a time for setting up the room on the day

Signage and other materials from TGHQ - check what is being delivered and when

Leaflets - arrange a leaflet drop/arrange a second leaflet drop(if necessary) in the local area
