



## Papa Rock Stars Podcast

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## [Episode 010] How to find Vendor Events

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A fun way to find new customers, possible hostesses and people who might want to join your Paparazzi team is at events! They are a great way to get exposed to a lot of people really quickly. Let's look at how you can find events in your area.

### Listen Now or Download:

<https://PapaRockStars.com/find-events>

### Training:

**REMINDER:** Paparazzi Policies and Procedures only allow 1 Paparazzi Accessories booth per event – no exceptions. Be sure to check with any event organizer and have them verify that you are THE Paparazzi gal for the event. It is also a good idea to get a Event Vendor Agreement signed and dated just in case. You want to be sure to cover your bases and protect the events that you have secured from other consultants...just in case.

#### 1- Local Newspapers-

A lot of local newspapers have a calendar of events either in their print version, online or both. This calendar is a great place to find local happenings and events. Be sure to browse ahead a month or 2 to make sure you are seeing all the events coming up.

#### 2- Chamber of Commerce

Your local Chamber of Commerce should also have a community calendar. Some Chambers even host monthly meetings or events which are also a great place to meet new people, find out about local events and sometimes even set up your jewelry!

#### 3- Other Direct Sellers

Do you have a friend who sells for another company? Or maybe you have several! Ask them what events they are doing. They might have the inside scoop to several local events that you might not have found otherwise. Talking to other vendors and consultants are how I have found some of my best events to date. Not only can they tell you about upcoming events, they can help guide you to events that are more successful than other events.

Another benefit of getting to know other consultants better is that you will have friends at the events you are doing! You can build a little community of vendor friends that will support and encourage you. They could even become your best customers!

## 4- Events

Go to local events that you find, even if it's too late to get into it. You can talk to (and make friends with) other vendors and even talk to the organizer. MOST organizers do more than 1 event, so be sure to give them your contact info and get theirs. Then you can check back and possibly be invited to future events.

**\*\*Remember to do this ethically.** If there is already a Paparazzi vendor at the event, let them know you would like to be considered as a back-up option and not trying to take their place. Most organizers will give preference to their current vendors for upcoming shows so if you try to take their place, you will just look underhanded and desperate.

## 5- Facebook groups

There are a lot of Facebook groups dedicated to vendors or finding events in your area. Search for some groups to join in your area. Join in the conversation and don't forget to turn your notifications for that group on. Then when someone posts about an opportunity in your area, you can let them know you are interested. This is a great way to cover a lot of ground without even leaving your house!!

## Don't be Shy!

The biggest thing to remember is to TALK to people. Get out there and let people know about your business! Make friends and talk to people who are doing what you want to be doing. Being friendly always pays off and could get you into some events that might otherwise be all booked up!

It is NEVER too early to talk to the organizer about the next show. Some organizers will even take deposits for the next show AT the current one! If they will, put down a deposit and get a receipt (these are good for proof of payment and a tax deduction!) AND it is never too late to join in a show. A lot of organizers have last minute cancellations and so a spot might open up. Just let them know you can set up at the last minute if a spot opens up in a full event.

## Show Challenge:

Check 3 of the places listed above and start making a list of possible events and try to get into at LEAST 2.