

## Are you ready for the adventure?

If you got this far it means that you share Fair Saturday's vision and values and would like to find out more. You are just one step away from joining the movement.

In this guide, we will explain in detail **what to do before, during, and after** Fair Saturday, showing you exactly **how to come on board and join Fair Saturday** as an artist, venue, cultural organisation or social project.

## Hey ho, let's go!

### Before

### St Andrew's Fair Saturday

### After

#### • Get your event ready

Participate by organising a new event or add to the program one that you had already planned/programmed **from 26th to 30th November**.

- If you are a **venue**, you can also offer your space for St Andrew's Fair Saturday artists or performers that do not have a place to hold their event.
- If you are a **social project**, you can either look for artists and cultural entities in your city to set up the event or you can organise your own cultural event!

#### • Register your event

The next thing we ask you to do is to **register and create an event in the Fair Saturday events website**, the platform through which the events taking part in each edition are managed and published. You can **sign in and edit your profile** and events as many times as you need before this year's call for participation closes (TBC).

- Go to [festival.fairsaturday.org](https://festival.fairsaturday.org) and click on the "Join us" button
- Create a user and a password
- Click on the "create new event" button and fill in the fields with the required information

#### • Contact the social project you are supporting and make some noise!

**Announce your participation** from today until St Andrew's Fair Saturday by sharing the details of your event and work together with your social cause to promote it. Take a look at the **promotion resources** on our tools page on the website.



# Fair Saturday Day



- **Introduce the event and the social project**

Tell your audience that this event is one of the hundreds that are taking place worldwide because of Fair Saturday. We will provide you with the **Fair Saturday Event Welcome text** in order to do so.

Also, save from 5 to 10 minutes so that the **social project you have chosen can introduce itself to the audience** and tell them who they are and what they do to change the world.

- **Give it all!**

Step up and show them what you do best. **This is your time to shine. This is your day.**

- **Share your experience**

Share your St Andrew's Fair Saturday experience using #StAndrewsFairSaturday. Let's fill our social media feeds with arts and culture! We will be also sharing them too, connecting all the events happening around the world.

- **End with a reminder**

At the end of the event, **remind the audience** that they can also do their bit and support the social cause you have chosen. Also, share with them other St Andrew's Fair Saturday events that are happening so people are aware of other interesting cultural events with social impact.



# What happens next?



- **Share your results**

You should also note down some **key numbers that we will need to announce the global results** of Fair Saturday and show what we created together: the number of artists participating, the estimated number of attendances, income generated...

- **It's feedback time!**

The world doesn't end after St Andrew's Fair Saturday. **We are here to listen.** We want to know how your Fair Saturday experience was and what you consider that can be improved in the next editions. You can do it through the **form that we will send you** a few days after your event.

- **Send us your content**

Also, we need to tell the world what went on. We will be very thankful if you share **photos and videos of your events** with us so we can publish them on our different channels.

- **Get ready for the next one!**

And of course, the countdown re-starts as soon as the sun rises after St Andrew's Fair Saturday. If you want to take part in Fair Saturday next year, **tell us as soon as you know, and we will get the ball rolling!**





# What do you need?

Our job is to work with you **to make your event a total success**. Of course, we will promote the programme and all its participants through our media partners, social media and potential events, but will also provide you with the following **resources**, all of them available in the **tools section** of our website:

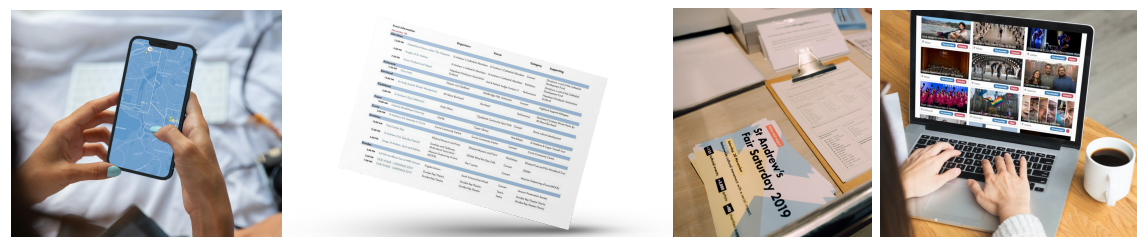
## 1. Posters, logos and other graphics

Posters displayed all around the area are a great way to let people know about your event. You will be able to **download our Fair Saturday poster templates and logos** and easily customise them with your details as well as use the **generic 2021 programme poster** once we count on more event confirmations towards this year's edition.



## 2. Events website

As the festival approaches, you will be able to share the **programme of events** of the edition you are part of (online and offline) as well as your **specific event(s)** to make sure they reach as many people as possible.



## 3. Social media

Remember to use the hashtag **#StAndrewsFairSaturday** in the build-up to, and during the festival to build recognition of your event(s) and the whole programme!

- We will promote you and include you in our social media **campaigns**, and you will be able to do the same downloading **templates** for posts/covers, promotional videos, and much more.
- On **Facebook**, **create an event** and add St Andrew's Fair Saturday as a co-organiser or collaborator. In this way, we will be able to promote it directly and be able to reach a greater audience.

## 4. Press and media

To publicise your event and share your story more widely, it is worth contacting local newspapers/magazines, radio/TV stations, and blogs. Use the **press release template** to let others know about your event and how it's part of a worldwide festival.

- If you think you've got a **really great, inspirational story**, you can also get in touch to share it with us. Maybe send a short video and we'll do our best to share this as part of the festival promotion!

# What's next?

Everything you need to know about the process of uploading events and details about the platforms we offer you is at your disposal on the **guides, tools, and other resources you can find on our website**. If you'd like more information or you want to chat through your ideas, please contact us at:

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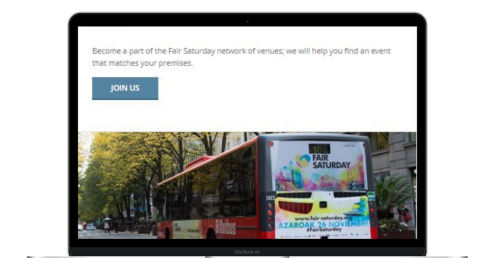
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## We are waiting for you!

 **Fair Saturday**  
Foundation



**#StAndrewsFairSaturday**  
[www.standrews.fairsaturday.org](http://www.standrews.fairsaturday.org)