



Artisan & Handmade Seminar Series

Artisan Resource & Handmade
Global Design @ NY NOW
Jan 31–Feb 2, 2016

PRESENTED
BY

byhand
consulting

HANDEYEFUND

NY NOW
THE MARKET FOR HOME, LIFESTYLE & GIFT

Artisan & Handmade Seminar Series @ NY NOW Jan 31–Feb 2, 2016

Seminars are held on Level 1 in **Room 1A020** of the Javits Center. Attendees can register online at www.nynow.com/seminars.



ByHand Consulting and HAND/EYE Fund, in partnership with NY NOW, offer a unique seminar program to expand the market for artisan and handmade products by sharing best practices in design, marketing and promotion from market experts and sector leaders.

For those new to working with artisan products to companies with established markets looking for new information, our seminars and panel discussions offer unique insight into how and why the market is expanding for handmade and artisan products.

Sunday, January 31

DESIGN COUNCIL DAY invites design professionals working in the home and fashion industries to Artisan Resource to meet exhibitors, to see what's new in the handmade world, and to encourage them to get involved as volunteers, design consultants, and advocates within their companies and design practices for exhibitors.

8:30AM - 10AM

Importing 101: Everything you always wanted to know about importing but were afraid to ask.

ByHand Consulting co-founder Colvin English and Phoenix International Business Logistics president Phil Hobson outline the nuts and bolts of direct import practices.

1:30PM - 2:30PM

Making It Real: The road from design idea to successful artisan product.

Pratt Institute professor Frank Millero and veteran merchant and designer Alex Bates outline a healthy, market-driven product development cycle, followed by a lively exchange about thoughts and things, product and principle, perfection and profit.

2:30PM - 3:30PM

Handmade Futures: Ideas and colors that will drive customer interest during the year ahead.

Trend forecaster and HAND/EYE Magazine founder Keith Recker leads a 40 minute visual presentation, followed by an extensive Q&A session on future design and color trends and how to channel them into the handmade sector.

Monday, February 1

HANDMADE BUSINESS DAY Handmade Business Day unites NY NOW's handmade exhibitors and their customers to address issues around sourcing, business and creating positive change for artisans and environment.

8:30AM - 10AM

Importing 101: Everything you always wanted to know about importing but were afraid to ask.

ByHand Consulting co-founder Colvin English and Phoenix International Business Logistics president Phil Hobson outline the nuts and bolts of direct import practices.

12PM - 1PM

Handmade Messaging: Communicating your brand story with clarity.

Justine Clay of Pitch Perfect Presentation will share a step-by-step guide to crafting a compelling story that will help you stand out in a crowded marketplace, connect with your ideal customer and build your brand.

1:30PM - 2:30PM

Building Customer Markets with Precision & Focus.

Walk through the process of identifying your customer and what motivates them by looking at broader consumer trends with retail consultant, Kristy Schultz. With that knowledge, consider adjustments in product development, purchasing, marketing and branding efforts, and even sales-floor language, to better meet customer needs.

Tuesday, February 2

12PM - 1PM

Handmade Impact: What are the social effects of commerce in the artisan sector?

A panel of leading market experts explores the rising interest in social impact interest among US consumers, and its effect on value-perception and decision-making. The panel discussion is moderated by Greta Schettler, whose work at the U.S. Department of State's Secretary's Office of Global Women's Issues helped shape the Alliance for Artisan Enterprise. Panelists include Jennifer Gootman, Director of Social Consciousness & Innovation, West Elm; Karen Yelick, CEO at Indego Africa; Joe Demin, Chief Relaxation Officer at Yellow Leaf Hammocks.

1:30PM - 2:30PM

Handmade Marketing: A look at artisan brands we admire and why.

ByHand Consulting's Karen Gibbs & Colvin English look at a handful of global handmade and artisan companies whose marketing successfully communicates to consumers the nuanced value of artisan products, the traditions they represent, and their social and environmental impact. What is the right mix of content to engage a customer and grow your sales?

