



Artisan & Handmade Seminar Series

Artisan Resource & Handmade
Global Design at NY NOW
August 20-24, 2016

PRESENTED
BY

byhand
consulting

HANDEYEFUND

NY NOW
THE MARKET FOR HOME, LIFESTYLE & GIFT

Artisan & Handmade Seminar Series at NY NOW Aug 20-24, 2016

Seminars are held on Level 1 in Room 1A03 of the Javits Center. Attendees can register online at www.nynow.com/the-market/programs.



Natural Art

ByHand Consulting and HAND/EYE Fund, in partnership with NY NOW, offer a unique seminar program to share best practices in design, marketing and promotion of handmade products. For those new to working with artisan products to companies with established markets looking for new information, our seminars offer unique insight from market experts into how to increase sales of artisan products.

Sunday, Aug 21

DESIGN DAY

Trend and design information for innovators working in the home and fashion industries to see what's new in the handmade world, and encourage them to get involved as advocates in developing artisan products.

8:30 - 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.

12 - 1PM

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 visual presentation, followed by an extensive Q&A session, on future design and color trends and how to channel them into the handmade sector.

1:30 - 2:30PM

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

Product designer Aviva Shulem and Nathalie Tancrede of the Artisan Business Network in Haiti share their insight into how to interpret design concepts into successful products working with artisan groups in remote parts of the world. Learn about their process and best practices for success in developing artisan products.



Creative Egypt

Monday, Aug 22

HANDMADE CUSTOMER & MARKETING DAY

Handmade Customer & Marketing Day unites NY NOW's handmade exhibitors and their customers to address issues around sourcing, business and creating positive change for artisans and the environment.

8:30 - 10AM

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12 - 1PM

Building Customer Markets with Precision & Focus

Between media costs, customers' constant exposure to brands, and long product development cycles, it's too expensive to not know who your customer is. Walk through a process of building your strategy by defining your brand and understanding what motivates your customer with retail consultant, Kristy Schultz. She'll share specific tools you can use for retailers, wholesalers, online and brick-and-mortar stores. You'll walk away with prompts to consider adjustments in product development, purchasing, marketing and branding efforts.

1:30 - 2:30PM

Maker Marketing: How to Craft Your Compelling Story and Build Your Brand.

Stories have the power to move, inspire us and make us feel understood. Stories build community and make us feel we belong to something. Business coach, Justine Clay of Pitch Perfect Presentation will share a step-by-step guide to crafting a compelling story that will help you stand out from the competition, connect authentically with your customers, and build your brand.

Tuesday, Aug 23

HANDMADE BUSINESS DAY

12 - 1PM

A Practical Guide to Sourcing Artisan Products

Do you have a product idea you are looking to source from an artisan supplier? ByHand Consulting will walk you through practical steps to identify the right artisan supplier for your business needs, and share tips on how to build long-term successful and profitable sourcing relationships. Learn about the timelines and resources needed to bring a new artisan product to market.



Pais Textil

1:30 - 2:30PM

Handmade Marketing: Rising artisan brands and why they are catching our attention.

What market and consumer trends are driving interest in artisan and handmade products? ByHand Consulting's Karen Gibbs & Colvin English will explore this question through case studies of several global handmade and artisan companies whose marketing successfully communicates the nuanced value of artisan products. Identify the trends that will drive your business forward and study examples of how to capitalize on them in your marketing.