

Running a great stall

Top tips on how to hold an effective stall



Most WDM groups hold stalls at local events, talks and fairs as a way of engaging new people in WDM campaigns and attracting new members. It can be tricky to make a stall stand out, especially if it's amongst many others, so we've listed a few simple ideas to help make stalls more effective.

Keep it focused

Stalls often work best if they have a clear campaigning 'ask'. Think about which campaign is more appropriate for the occasion and use it to theme your stall.

Keep it simple

It can be tempting to over-clutter stalls and display all your materials at once. However having too many resources can be overwhelming and put people off. Once you've chosen a campaign focus or specific ask, only display those materials. You can always have some of the other campaign materials or further information behind the stall and bring them out if someone seems particularly interested.

Take action!

Make sure there's an action people can take at the stall, and have a follow up event or action you can invite them to. Make sure you publicise your next meeting.

Keep it neat

Keeping materials in neat piles makes a big difference to the appearance of the stall. Leaflet holders can help make materials stand out.

A clean tablecloth which is long enough to cover any boxes under the stall will always make a stall look good.

Be creative

Make your stall stand out using props, photos and banners. Some groups have previously blown up headlines of WDM news stories, or laminated photos from actions and events. You can make action card-signing more exciting by decorating a box for people to put them in.

Find a hook

Whether it's having a specific campaign ask, or having a prize for doing something on the stall, think about a 'hook' that you can use to pull people in. You could come up with a simple game for example, or create a photo petition with a small whiteboard.

Be enthusiastic!

It sounds obvious but being approachable and enthusiastic can make a big difference to how people engage with you. If you're positive and friendly, you're more likely to encourage people to come along to any meetings or events you are organising.

You can also try standing in front of the stall, or approaching passers-by as standing behind a stall can sometimes act like a barrier.

Stall checklist

- Current WDM materials** (you can check with the WDM office if you have the latest materials by calling 020 7820 4900.
- Sign up sheets** (you can download them from the groups' resources page on the WDM website, or order them from the office by emailing sarah.reader@wdm.org.uk or calling 020 7820 4900.
- Tablecloth**
- Posters and photos** (you can order our current posters from the WDM office)
- A large WDM laminated logo** (each group should have been sent at least one, let us know if you need any more)
- Pens, blu-tak, cellotape and scissors**

If you need any resources or help with organising a stall, please get in touch with Sarah by emailing sarah.reader@wdm.org.uk or calling 020 7820 4900.