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5 Event Lettering

✧ Pro Tips ✧

BEHIND THE CLIENT PROCESS



By: Roselly Monegro & Belinda Kou

5 Event Lettering Pro Tips

BEHIND THE CLIENT PROCESS

Live event lettering is a valuable marketing strategy for clients that gives them the opportunity to provide an elevated, personalized customer experience. As an artist, it's a great opportunity to showcase your work, connect with customers, and promote your brand and services. With our combined experiences with event lettering, we are happy to share with you our following pro tips for how to work with a client for live lettering events!

✧ PRO TIP 1 ✧

Reach out and stay active on social media to connect with your ideal client.

We both worked with Coach and they found us specifically on Instagram. Part of what helped was that we always tag our locations in our posts and in our profile, consistently use hashtags related to lettering, and share our work regularly.

We also recommend that you share analog work to showcase your skills. If you feel up for it, you could even try to contact a brand directly to offer your services (we recommend starting with a smaller brand that is more likely to reply back)!

Finally, another way to get your foot in the door is to work as a painting assistant at larger live events with artists who are already established in event lettering.

✧ PRO TIP 2 ✧

Don't be afraid to ask questions before signing a contract.

A lot is involved with live events that is very different from other freelance work. Here are some questions that you should ask to help with the negotiation process:

- ✓ What is your budget for the event(s)?
- ✓ What are the date(s), times(s) and location(s) for the event?
- ✓ What travel expenses will be covered? (ex. flights, lodging, parking)
- ✓ Is there a particular style of mine that caught your eye?
- ✓ What products will be available for customizations?
Know what materials you will be lettering on (leather, plastic, fabric, etc.) to give you an idea of what painting supplies you will need
- ✓ Will you be providing any painting supplies?
- ✓ Can you provide a sample product for me to customize before the event?
- ✓ Will you be providing signs with the customization menu?
- ✓ How many people are you expecting at the event?
- ✓ How many customizations are you hoping to complete during the event?
If it sounds like a big and busy event, you can see if it's possible to negotiate raising the rates to hire an assistant to help you paint and take orders.
- ✓ Can you send over a contract?
If they can't, be prepared to share your own.

✧ PRO TIP 3 ✧

Prepare design motifs for the event.

Bigger clients like Coach will usually ask you to share motifs with them to approve prior to the event. When working with Coach, we sent 6–8 motifs to review and they selected 3. If the brand doesn't require motifs, it helps to have a selection for customers to choose from at busy events. If it's your first time, stick with designs that you are confident you can execute well and within a limited time of about 15–20 min. Ideally you should choose something that reflects your style that is also appealing to the client's customer base.

✧ PRO TIP 4 ✧

Get to the event on time!

This should be obvious, but make sure you factor in travel time (especially traffic!!) so that you can show up least 30 minutes prior to the event to set up your materials at the table, meet the staff, and get familiar with the site.

✧ PRO TIP 5 ✧

Document your live event.

Part of the goal for a brand activation event is to boost social media engagement. So, try to document your own process with photos and videos. You can also encourage the customers to take photos and tag you and the brand, as well as any event specific hashtags, on social media to spread the news of the event.

✧ BONUS TIP ✧

Be prepared to multi-task.

Since it's a live event, you'll be representing the brand and should play the part. This means greeting the customer (yep, you have to say "hi" 😊) and make conversation with them while you are customizing their product. Don't know what to talk about? Try starting with questions like where they're from and if they're just visiting the city. If you're nervous about "performing" in front of a customer, try practicing at home and have a family or friend watch you.

✦ Thank you! ✦

We hope that you found this freebie helpful!
If you did, we'd love for you to share the word on Instagram
and tag us. Good luck landing your dream live lettering gig!!



Roselly Monegro
theinkingrose.com
@theinkingrose



Belinda Kou
belindaskou.com
@belindaskou