



## CHRISTMAS MARKET OVERALL FEEDBACK – 3<sup>rd</sup> December 2011

As the Lothian Board of Young Enterprise Scotland continue to develop the support, events and training offered during the Company Programme it would be very helpful if you could take a moment to give us some feedback in relation to the Christmas Market. Thank you for your time – and input!

Please rate the Christmas Market venue location? 1 is poor, 5 is excellent	1	2	3	4	5
	<b>1</b>	<b>4</b>	<b>10</b>	<b>10</b>	<b>5</b>
<b>Comments</b> Hard to find – low footfall. Good because it is a central location. Customer may find it a little away from the street. The Grassmarket may not be a place that many people pass and so it is reliant on people having heard about the fair. All companies could have been in the bigger room. Would have much preferred to be located in the larger room It is in the middle of the town, however it was upstairs and pedestrians may not have seen or heard of it. Was not very well advertised. Not very busy. Too out of the way. Good venue but selling suffered in the afternoon didn't have as many customers. Our stall was placed next to 2 other bracelet stalls which made it harder. Quite busy but at some points not many people came in. Grassmarket is always busy and a lot of people have been coming in from the public. Good as it is central so easy for people to get to via bus. Good as cars can be parked opposite so that stock does not have to be carried far to get in. Not well sign posted - more advertising needed. It is too hidden at the back of the hotel. Easy to get to, spacious, warm and central. It was a distance from the front of the hotel. Grassmarket is an ideal area however once inside the room it is quiet secluded. Not very central. Good venue but not a great location. Quite crowded but overall good. Difficult to find and bigger space would be better. The venue was good - more advertising could have been done outside.					

Please rate the timing of the Christmas Market? 1 is poor, 5 is excellent	1	2	3	4	5
	<b>0</b>	<b>0</b>	<b>2</b>	<b>16</b>	<b>12</b>
<b>Comments</b> It is near Christmas and so many people are looking for Christmas presents at this time, so they are looking to buy things. Have not had too long to set up the company so could have been just before Christmas. Timing was excellent. No problems with timing – but not special. As we are selling calendars they really have to be sold before Christmas so this was ideal time. Good timing as near Christmas. Most of the customers coming in are doing Christmas shopping. People are thinking of buying Christmas presents and this market allows them to buy presents. Slow in the morning not many people but picked up from about 11.30 / 12. All day so all times aka morning, lunch and afternoon. Perfect for Christmas shopping.					



Comments (continued)  
 It was a good time as it was a nice time for lots of people to come in the morning.  
 Good timing – before Christmas. Good timing for selling stock as Christmas presents.  
 Good time. Right at the start of December was good.

How much money (orders taken or products sold today?)	Value <b>£3,172.41</b>
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Please give any comments about the pre Event Marketing and Christmas Market information issued.

Comments

Info on criteria required for the day could have been improved.  
 The information was clear enough.  
 We think that it was a good opportunity to be there and do this because we can develop more and how to improve more our selling.  
 The team all advertised to school, friends and family but we didn't notice any other public advertising e.g. advert of Forth 1.  
 This was good and gave us information about what we needed to have and what to put on posters.  
 Not enough information given had to find information from our business adviser.  
 E-mail with flyer. Hard copy of flyer would have been useful.  
 Very good. Good helpful and informative. Need more marketing.  
 Useful, very informative. Gave us the information we needed to come here.  
 Information about decorating our stall was really good.  
 Very helpful in preparing us for the event and what to expect. It gave us detailed information which was very useful.  
 Maybe a bit more publicity needed. Posters for the event put up on the windows / door of the venue for a week or so before if possible.  
 Good that we received electronic poster – made it easy to forward by e-mail to lots of people at no cost. It was valuable.  
 Not much information given about the stall we would be given.  
 The training was well timed as a source of information and having a link teacher is very helpful.  
 We received clear information about where and when the market was.  
 It was quite a short amount of time but the information was detailed and helpful.  
 More posters around city centre – information distributed was adequate.  
 Nice posters, lots of info available. Very useful. Could be better. Need better advertising.  
 It was helpful and we used some for the ideas.

We would value your suggestions for any changes that you think might improve this event.

Comments

More public venue / outdoors e.g. Corn exchange.  
 Should do more advertisements like posters so to attract more customers. Advertise better.  
 More convenient / central location. Overall an enjoyable experience though!  
 All companies in one room or let the companies have more room as we felt it was a little cramped.



Comments (continued)

If possible everyone in same room apart from that all good!

It is good that it is a central event right in the centre of the town.

More advertisements. Better advertising of the event. More space per stall.

Just to make sure products from different companies are not the same pitched next to each other.

Apart from that is was very good.

Try to have every company in the same room.

It would be better if the Christmas Market started later.

More training on interaction with customers.

We would prefer one big room rather than two smaller ones.

Put everyone in one room.

More people otherwise great.

Hold it a more open venue.

Better wider marketing as it mainly relied on teams, families and friends.

Perhaps backboards could be provided?

Bigger hall, closer to the front of the hotel (or other venue).

Limit on how many people can be on a stall at once – it's quite crowded.

A more central location. More space – stalls are quite tightly packed.

Everyone one in the same room instead of split over 2 rooms.

Change the location of the venue. Just having one room.

The entire event was very well organised.