

***DRAFT* Festival choice matrix**

Introduction

Use this matrix to help you decide whether or not to do an event.

If you are a numbers person you can write down your score for each factor, e.g. 3,3,2,1,2,3 and add them up. There are 16 factors and a maximum score of 48. You could decide that any score below 15 was not worth attending, any score at 32 or above is a definite yes, and any score between 16 and 31 means you need to find out more info about the event.

Factor	3	2	1
Do I want to do this event?	Yes, I was planning to attend anyway, doing henna is a bonus	I'm not sure	No, I wouldn't go if I wasn't working

If you are a visual person you could highlight the text that you choose and you will quickly see which column is 'winning'. If most of your responses are in the first column, it looks like a good event worth attending. If most are in the last column, it probably won't be a good event for you. If a lot of responses are in the middle column, or equally spread across the three columns, you probably need more information about the event.

Factor	3	2	1
Do I want to do this event?	Yes, I was planning to attend anyway, doing henna is a bonus	I'm not sure	No, I wouldn't go if I wasn't working

At the end of the matrix are some boxes for you to put in your costs and to forecast your likely income, potential for new contacts or further bookings as a result of doing this event.

Here is the matrix.

Availability

Factor	3	2	1
Do I want to do this event?	Yes, I was planning to attend anyway, doing henna is a bonus	I'm not sure	No, I wouldn't go if I wasn't working
Availability?	I am available	I have plans which can be changed	I am not available
Is there likely to be another henna artist there?	No, I will be the only henna artist there	There will be other people offering henna but not as their 'core' offer to customers	There will be another henna artist there who solely offers henna
How long will it take me to prepare for this event, including set up at the event?	Less than three hours	Between three and six hours	More than six hours / or I will have to set up the day before the event
Do I need to	No	Yes, Just a few things that	Yes, I need to have a new

invest in new equipment in order to attend this event?		I had run out of / was planning to renew anyway	piece of equipment or other investment I would not buy otherwise
--	--	---	--

Potential Attendees

Factor	3	2	1
Is the event likely to attract a diverse crowd who will appreciate henna?	Yes, a diverse crowd of mixed ages, genders and backgrounds	The event is likely to be attended by a single 'type' who are likely to be in to henna	No, the event is likely to be attended by a single 'type' not likely to be in to henna
Are friends going?	I know more than three people/groups of people going (who are not going with me)	I know one other person going (who is not going with me)	I don't know anyone else going
Recommendations / perception of other people?	More than one other person has asked me if I am going to this event	One person has asked me if I am going to henna at this event	No-one has asked me if I am going to henna at this event
How many people are likely to attend?	More than 1,000	More than 250	Less than 250
Are the adults likely to be drunk or high or both to the detriment of their henna?	No	Yes, but not to a great extent.	Yes, a large part of the festivities revolve around drinking etc
Will children / young people be attending?	Yes	Not many	No

Weather and other factors

Factor	3	2	1
What is the weather like to be like? (If outdoor event)	Fine	Not sure	Cold / raining
Have I done this event before and did I enjoy it?	Yes I have, and I enjoyed it.	No, I haven't done it before.	Yes, and I didn't enjoy it.
Am I likely to make useful new contacts at this event?	Yes	No	Don't know
If this is a fundraising event, do I agree with the cause?	Yes	Neutral	No
If I ended up giving	Yes	Neutral	No

henna away for free / tips, do I have new designs to practice, or need new photographs for my portfolio ?			
--	--	--	--

Costs

Cost of event / trade stand	00.00
Travel costs	00.00
Childcare costs	00.00
Materials costs	00.00
Subsistence costs	00.00
Employees / helpers costs	00.00
Publicity costs	00.00
Hotel costs	00.00
Investment costs	

Return

Income	00.00
Sales leads	0
Contacts	0
Bookings as a direct result of attending	0