

Public Relations (PR) helps share a brand's perception, story, and information to the public through various media channels, such as traditional media (i.e. online, print, broadcast) and social media. The PR team at Mint works closely with the One Of A Kind team to help generate buzz and increase awareness around the Show, reaching local and national media outlets (i.e. CP24, CityNews, Toronto Star, etc.) to showcase the Show's artisans, their businesses, and the stories behind them.

Prior to and throughout the Show's duration, the Mint team continuously communicates with the media about the Show and its artisans to create and coordinate potential opportunities. Throughout the Show's duration, you may take part in various media opportunities or meet editors and journalists at the show. In order to best represent yourself and your business, here are a few tips to keep in mind.

PR Overview

1 Key Messages

Summarizing your business in 2-3 sentences can help you master any interview and ensure your story gets across. What do you create? How did you get started? What does participating at OoAK mean to you? These questions will help you share your story in an effective way.

2 Know Your Why

Sharing why you created this business is incredibly impactful.

- a) Ex: I started doing pottery as a way to ease my mind after a busy work week. During the pandemic, I started working in the studio more often and finally decided to make the leap.

3 Call To Action

Throughout your discussion, be sure to give your audience a call to action (where and when people can purchase). Press will often ask at the end of an interview 'Do you have anything else to add' and sometimes our minds can go blank. Keep this message to close out all interviews so everyone knows when and where to reach you!

- a) Shop my newest collection at the booth G31 at the One Of A Kind Show from November 23rd-December 3rd.

4 Take Control

You're the expert, so take ownership of an interview and lead where you want it to go. Ensure to be specific, target your audience, and keep it simple.

5 Be Enthusiastic

Remember, your business and story is one of a kind! Be yourself and that passion will shine through in an interview.

One Of
A Kind 