

March 5 2004

## Report: Stalls & Displays

**Marlene Suart MBE**  
**Chair, Stalls Committee**

For the second year running I found myself in the elevated position of Chair of the Stalls Committee. Was this because I did it so well last year, I wondered, or had it been such a disaster that I was being given one last chance to make amends?

Although our Committee numbered only a few, I was most fortunate in that my colleagues were committed in staying with the Project and, in particular, the support that Ruth Ingman, Gillian De'Ath Townsend, and Penny Waterfield provided was much appreciated.

The venue at De Montfort Hall provided a considerable challenge. Although the auditorium is very large, we knew that because of noise levels, stalls would have to be located in the Victoria and Garden Suites, if we were to accommodate the same number of stalls as we had last year.

Our planning started very soon after last year's event and we prepared a structured timetable together with instructions. Unfortunately, despite our request for early completion of forms, bookings were slow and we had to extend our deadlines. However, this much more structured approach can be followed again next year and hopefully stall applications will be in on time.

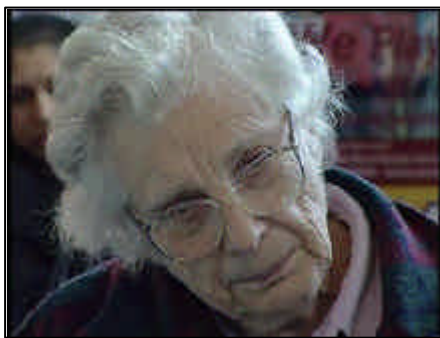
We decided to try 'zoning' the stalls into 4 groups- business (advice and support), community, charities and corporate. Community applications far exceeded those from other groups. This did result in slight overcrowding in the Garden Suite but with some organisational adjustments we did manage to fit everyone in.



On the day itself stallholders in the Victoria Suite felt they had fewer visitors than those in the Garden Suite. The consensus of opinion was that corporate stalls are far more successful if they are integrated with the community stalls. This is particularly so with the Government Departments and Business Advice stalls.

However stalls have become an integral part of LeicestHERday and we do need to continue to provide a showcase of information, opportunities and support for the women and girls of Leicestershire.

Next year's Committee needs to ensure that stalls continue to be promoted and are high on the agenda. I am sure with another change of venue it will be possible to have an even more cohesive and vibrant stalls event for the mutual benefit of stall holders and event attendees.





**Stalls Committee:**

Marlene Suart, Ruth Ingman, Gillian Townsend, Penny Waterfield

