



Effective Tabling Techniques & Tips

Philosophy

When I table, I'm "selling" information/ideas
Educate & Engage
Tactical/personal decision to include shocking or graphic factory farming images
Buy or salvage materials for tabling

Key Factors

Who is the audience? veg? non-veg?
What is the purpose? distribute info, build brand, raise \$, promote program etc.
At a Glance: Who, What, Why

Before The Event

Logistics

Display space/size of table

Indoor or outdoor?

If outdoor: sun-bring a hat or a canopy; wind-bring weights/rocks/make sure everything is secure; rain-bring a raincoat and plastic sheet to cover the display

Carrying display materials (box, dolly)

Project planning → leadtime

- ↳ Identify what literature you'll need (know the literature/avoid duplicates)
- ↳ Order & delivery time (or development)
- ↳ Volunteer scheduling
- ↳ Mount posters, make/buy stand-ups

Gather Essential Elements

- ↳ Literature & literature holders
- ↳ Donation Jar (start it off with a few bucks, have change) / Signs asking for donations
- ↳ Tool box – scissors, tape, string, pen, felt tip marker, paper, binder clips, rubber bands
- ↳ Tablecloth is a nice touch (flat bedsheet works too!)
- ↳ List of Monthly Events (for display)
- ↳ "Free Membership Today" sign
- ↳ BAV business cards (with URL → direct people to website, avoid paper giveaway)
- ↳ Clipboard/sign-up sheet/pen on string
- ↳ Water & food

Look at the booth from a visitor's perspective

Practice your set-up

During The Event

Positive Attitude -- Smile * Have fun ☺ * You are the "face" of vegetarianism at that moment.

Greet people, tell them all the literature is free, donations appreciated

↳ "Where do you live?" → events in their area

↳ "Are you already veg or thinking about it?" → suggest literature

Encourage sign-ups

Draw attention to key features of (monthly events, useful program, etc)

Take pictures of your display & the volunteers, people visiting the booth, etc.

Straighten/restock the display periodically

After The Event

↳ Make note of what worked/didn't work for next time. Give feedback to the team as appropriate.

↳ Thank you's to volunteers, etc.

↳ Restock literature so you're set to go

↳ Report Advocacy Rewards Program points ☺

References / Sources:

Bay Area Vegetarians info

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- ↳ "Free Membership Today" sign
- ↳ BAV business cards (with URL → direct people to website, avoid paper giveaway)
- ↳ Clipboard/sign-up sheet/pen on string

Vegan Outreach - veganoutreach.org : "Why Vegan", "Try Vegetarian", "Even If You Like Meat"

PCRM - pcrm.org: Vegetarian Starter Kit, fact sheets (like dairy, Atkins, etc) – health perspective

UPC - upc-online.org: information on eggs, chickens, egg replacement

PETA.org: Recipes, Leaflets, VSK, flyer, posters, stickers, CHEW ON THIS DVD

PETA's FAQ's are online -

<http://www.peta.org/about/faq.asp>

Kids literature: PETA, Animal Place

Can also bring books for reference only (i.e. someone asks you a question...)