

## 3. Guide to interacting with the visitors

**Your artwork draws people in – but your interaction is what creates a memorable experience. A warm, confident approach helps visitors feel comfortable, engaged, and more likely to return.**

### Welcome

- Make eye contact and smile
- Offer a friendly welcome as guests enter
- Keep your body language open and relaxed
- Avoid crossing arms or turning away while speaking
- Use your clicker to keep an accurate count of visitors

### Demonstrate your art

- Consider offering live demonstrations or short talks and confirm times with the core group so they can be advertised
- Display a work in progress. This sparks curiosity, invites questions and helps visitors understand your process

### Tell your story

- Share your inspiration and explain your process
- Be ready to answer questions about your work, such as; what is the meaning behind this piece? How did you begin your artistic journey? Who or what influences your work?
- Engage visitors by asking about their own experiences with art. This creates a more interactive and meaningful conversation.
- Ask where they heard about MHOS and where they have travelled from

### Promote yourself

- Have business cards and brochures/flyers available
  - Clearly display your website and social media handles
  - Encourage visitors to follow you online
  - Provide a guest book for mailing list sign-ups, comments, or questions
  - Display a QR code linking to your website or mailing list
- The relationship doesn't end when they leave your studio.

### Final Thought

Be authentic, approachable, and enthusiastic. Visitors are not just viewing your work – they are meeting you. A genuine connection can turn a casual visitor into a loyal supporter.

