

**Cupertino Art and Wine Festival**  
**CARES Booth Critique**  
October 20, 1999

**What worked**

- We did get some people in the community to stop by.
- We had materials and equipment available (e.g., the signs and pamphlets, etc. from last time) and that minimized the last minute hassles.
- The volunteers all showed up as planned
- I think it went as well as one could expect
- The flyers were good, but it would help to have one, saying when the next cares meeting is. We should also have a couple of where can I get training or what book, to get my license.

**What didn't work / Do different?**

**LOCATION:**

- There was not much traffic in the public safety lane where our booth was. On my shift, I did talk to about 3-4 interested parties. Most of the people traffic however was where the vendors were.
- Our biggest problem is, as they say in the business world, location - location - location. We can't do much about that but if they won't come to us  
SUGGESTION: maybe we can go to them.  
SUGGESTION: Bargained for a better location. [we've heard] that the Sunnyvale Public Safety Commission had a booth in the fair someplace.
- Most of the booths in that row were disappointed with the flow of people. The row was almost blocked off at both ends, not good flow planning. The fair planners need to look at the flow better on layout.

**ATTRACTION**

- Our booth looked professional. The only thing I can think of is generating some more radio traffic. We could even pre-record it. An example would be a simulated earthquake damage report scenario. We could schedule playing this every half hour. I also think that a few large photos of a typical emergency engagement of a CARES member would be an eye-catcher
- We need to consider whether we want to spend our efforts on this in the short term.
- I think the interactive things are of most interest to people.
- Maintaining chatter on the radio is probably foremost.  
SUGGESTION: We should probably update the posters and/or enlarge the pictures.  
SUGGESTION: If we can set up a packet station and be prepared to send traffic on the net, maybe this will help. Print message forms, with explanations and instructions on them as to what it is all about, and how to identify our booth, we can mix with the crowd and hand them out.  
SUGGESTION: If we have pictures of field day or other action shot, blow up some to poster size (can do it at Long's for under \$10) to hang in back of booth.

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**OTHER**

- What to lock up at night? Having a little locker would help from having to cart everything back to the car overnight. I notice most of the vendors left their stuff, but covered the front of their booths up at night.