# The Knit Crowd Fiber Craft Conference

## Organizational Overview

Ravelry is a user-driven website developed to centralize online knitting, crocheting, weaving, spinning and dyeing communities. It aims to cultivate an inclusive and supportive community of creators. Ravelry allows pattern designers to sell their patterns on-site and allows all users to organize information on their patterns, projects, tools and yarn.

## Campaign Overview

The Knit Crowd Fiber Craft Conference is Ravelry's first official off-line event for its community. The conference will be promoted through Ravelry, social media and fiber crafting magazines. To attract Ravelry's existing community as well as fiber crafters who are unfamiliar with Ravelry.

Many of Ravelry's community members are part of online groups and some location-based groups even meet off-line. The Knit Crowd will bring together vendors, pattern designers, bloggers and creators face-to-face and help create a larger, stronger fiber crafting community.

## Situation Analysis

Ravelry has been successful in cultivating a strong online community, including many sub-groups united by interests and locations. There are ways to find groups, users and even yarn shops by location. While the site does have a framework for promoting small in-person meet-ups, there are no large-scale community meetups.

Many niche interest groups have large-scale, community-building events or conventions. Costumers Guild West, Inc., hosts a costuming arts conference every year called Costume College with lectures, workshops, vendors and smaller themed gatherings. Folk Alliance International also hosts an annual conference, as do many of its Regions.

While many users make the trip to the New York Sheep & Wool Festival and have Ravelry meetups there, it is not a Ravelry event, and Ravelry is not a sponsor.

## Goal

Ravelry will host a fiber crafting conference to raise awareness of Ravelry among fiber crafters.

## Objectives
- Inform 90% of Ravelry's active users about The Knit Crowd by March 31, 2020.
- Develop favorable attitudes about The Knit Crowd in 60% of Ravelry's active users by March 31, 2020.
- Secure 1,000 attendees and 100 vendors at The Knit Crowd on April 24-26, 2020.

## Target Publics
- Ravelry Users
  - Demographics - predominantly female, age 20-80
  - Psychographics - crafters with fiber-based hobbies, more liberal than conservative
  - Geographics - Predominantly from the United States and Canada, mostly urban and suburban areas
  - Media Consumption - Ravelry, Instagram, Pinterest, craft blogs
- Potential Ravelry Users
  - Demographics - predominantly female, age 30-80
  - Psychographics - crafters with fiber-based hobbies, bloggers, more liberal than conservative
  - Geographics - Predominantly from the United States, suburban areas
  - Media Consumption - craft blogs, Pinterest, Instagram
- Vendors - independent farms and businesses that sell wool and other fibers in various states of processing (raw fiber, dyed but unspun, spun but undyed, spun and dyed), finished products (clothing and accessories) and related products

## Key Messages
- If you love yarn, you're a part of The Knit Crowd.
- Visit ravelry.com/theknitcrowd to register!
- The Knit Crowd Fiber Craft Conference is Ravelry's first fiber crafting conference.
- #TheKnitCrowd

## Tactics
- Inform 90% of Ravelry's active users about The Knit Crowd by March 31, 2020.
  - On-site blog post - Post information on Ravelry's home page blog about The Knit Crowd event.
  - Instagram post - Announce The Knit Crowd in an Instagram post and direct people to Ravelry for more information.
  - Twitter post - Announce The Knit Crowd in a Twitter post and direct people to Ravelry for more information.
  - News release - Send news releases about The Knit Crowd to fiber craft magazines such as Vogue Knitting, Interweave Knits, Knitting Magazine, Crochet! Magazine, Interweave Crochet, Crochet World, Simply Crochet, etc.

- Develop favorable attitudes toward The Knit Crowd in 60% of Ravelry's active users by March 31, 2020.
    - On-site group - Create a public group on Ravelry to share information about The Knit Event and allow members to talk about it.
    - Event website - Create a website for The Knit Event that can be accessed without signing in to Ravelry.
    - Social media - Post about event preparation, behind-the-scenes activity, registered vendors and speakers.
- Secure 1,000 attendees and 100 vendors at The Knit Crowd April 24-26, 2020.
    - Social media hashtag - Encourage conversation and use of "#TheKnitCrowd" on social media.
    - Online registration - Dedicate a page on the event website for event registration.
    - Online vendor applications - Dedicate a page on the event website to vendor information and applications.

## Event Information

Location: Portland, Oregon
Date: Friday-Sunday, April 24-26, 2020

Friday Schedule
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|---|---|
| 4-6 p.m. | Registration and sign in |
| 5-6 p.m. | Snacks and socializing |
| 6-6:30 p.m. | Welcome and introductions |
| 6:30-7:30 p.m. | Friday night session 1 |
| 8-9 p.m. | Friday night session 2 |

Saturday Schedule
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|---|---|
| 7-9 a.m. | Snacks and socializing |
| 8-9 a.m. | Saturday session 1 |
| 9:30-10:30 a.m. | Saturday session 2 |
| 11 a.m. - 12 p.m. | Keynote speaker |
| 12-2 p.m. | Lunch break |
| 2-3 p.m. | Saturday session 3 |
| 3:30-4:30 p.m. | Saturday session 4 |
| 5-6 p.m. | Dinner |

Sunday Schedule
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|---|---|
| 7-9 a.m. | Snacks and socializing |
| 8-9 a.m. | Sunday session 1 |
| 9:30-10:30 a.m. | Sunday session 2 |
| 11 a.m. - 12 p.m. | Wrap-up speaker |
| 12-2 p.m. | Snacks and socializing |