

the  
meet  
market



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# **PRESENTATION OVERVIEW**



Concept, Mission & History  
Facts & Figures  
Event Characteristics  
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# the concept

What is the Meet Market?

The Meet Market is a contemporary, nomadic, pop-up market dedicated to celebrating the small-scale businesses of independent designers, artists, artisans, producers and collectors.

Our goal is to create awareness about all kinds of local, emerging brands and provide the opportunity for them to present themselves and sell their products to a diverse & growing audience.

Simultaneously, it encourages people to shop local and support their community.

It's the perfect space for shoppers to find unique products and support independent local makers & entrepreneurs.

In the form of a thoughtfully curated event showcasing Greek brands hosted in various venues and neighborhoods in Athens, the Meet Market has established itself as a much anticipated meeting point for participants and visitors alike.

Creators have the opportunity to share their innovative ideas, tell their stories, exhibit and sell their products while receiving direct feedback from the audience to help them evolve and grow their businesses.

Keeping it consistent, we produce an inspiring & interactive shopping experience that shines a spotlight onto the dreamers & risk-takers among us, while helping to spread the idea of conscious consumerism and local living.







# the mission & vision

DON'T JUST SURVIVE. THRIVE.

## CREATE

a contemporary design market in Athens and an artisan virtual marketplace for the world

## SUPPORT

small scale, independent businesses by providing an interactive platform for presenting & selling their products while bringing them in direct contact with the consumer.

## EXCHANGE

ideas, feedback, skills, knowledge, stories, tips, tricks and tangible goods.

## INVITE

all ages and types of people to join us in a colorful, musical and family friendly environment.

## EXPLORE

various venues in Athens (and beyond), highlighting their unique charm.

## CELEBRATE

local creativity & entrepreneurship.



# the history

SUPPORTING DESIGNERS, ARTISTS & EMERGING BRANDS SINCE 2007

## 14 YEARS

The very first Meet Market took place in December 2007. The idea was to explore a new type of market - something nomadic and fresh - featuring well-made products & original ideas, presented & promoted in a fun and interactive environment, accessible and open to all.

## 130+ EVENTS

To date, we have organized over 130 events as a result of a dedicated & consistent effort to showcase the creativity of talented makers and local businesses, opening new channels of communication between them and an appreciating audience of consumers.

## 500+ PARTICIPANTS

Our dynamic character and commitment to embracing imagination and innovation in all its forms, has attracted more than 500 creators-participants over the years - and this number continues to grow, expanding our Meet Market family with each event.



VISITORS OVER THE WEEKEND

**+/- 10.000**

Demographics

**AGES: 20-50**

**60% WOMEN - 40% MEN**

**FAMILIES**

**YOUNG ADULTS**

Our Visitors are interested in:

**LOCAL BUSINESSES**

**SUSTAINABILITY**

**UNIQUE PRODUCTS**

**SOCIALIZING**





# our numbers



**themeetmarket.gr**

**7k+**

users per week  
of the event

**8.5k+**

sessions per week  
of the event

**-/+ 2 min**

session duration



**The Meet Market**

**34k+**

organic followers

**10k+**

organic reach



**@themeetmarket.gr**

**15k+**

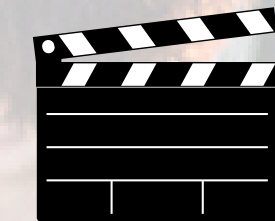
organic followers

**6k+**

organic content  
interactions per month

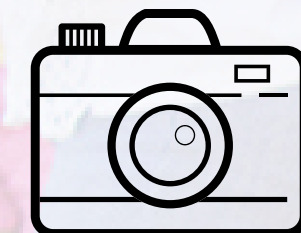
**+/- 2k**

views per Story



**96k+**

video views on social media



**50k+**

photos taken over the  
years



our features





# quality & variety

OUR CATEGORIES

Hand-Designer Clothes  
Shoes, Bags & Accessories  
Kids, Games & Toys  
Jewelry  
Vintage & Retro collectables  
Mind, Body & Soul  
HomeDeco & Art  
Records  
Tasting Corner





# food & drinks

EAT MARKET

Tasty Street Food

Artisanal beers

Refreshing cocktails

Ethnic cuisine

Vegan & Vegetarian options

Sweet Treats

Organic & Bio Products







# parallel activities

## ALL DAY EVENTS

We stand by the motto "First a Meet, then a Market". This means that our main priority is for our visitors to have fun and stay for hours, engaging with our festival beyond shopping. One of the ways in which we do this is by organizing a multitude of parallel activities, always interactive and completely free of charge

Depending on the Market's theme and season, our visitors have the chance to take part in educational workshops & seminars, discover new artists through multi-media exhibitions, participate in interactive games, watch live performances, take free classes featuring swing dancing, yoga, jewelry making, vinyl pressing, knitting and more.

Focusing on both entertainment and commerce is one of our unique features that sets us apart from other markets.

For this reason, we encourage our sponsors/supporters who wish to collaborate with us, to create a concept according to their product or services through which the public will have the opportunity to get to know and connect with the company's mission and philosophy in a direct, interactive and fun way.







# the music MEETS & BEATS

Music is an essential part of Meet Market.

Our events feature a rotating roster of beloved DJs, playing back-to-back 2 hour sets all weekend long. They curate our musical background while covering a wide spectrum of musical genres, from electronica and hip-hop to soul, funk and jazz, something for every musical taste.

Our love and appreciation for music is another feature of Meet Market pillaring the festival atmosphere.





# for the kids

Our little friends have a special place in our hearts and that's why we make sure they have a special place at every Meet Market; A place where they can be creative, where they can play and learn, while parents take a break from parenting to stroll among the stalls. Indeed, the Meet Market is the ideal place for the whole family. At each & every event, children have the opportunity to interact and express themselves through fun and educational activities that are always free of charge.

Theatre performances  
Puppet shows  
Doodling & Graffiti workshops  
Yoga for kids  
Interactive games  
Juggling & Circus workshops  
Book reading  
and more





## GRAND RAFFLE PRIZE

At the central info/cash point, we always invite our visitors to take part in the Meet Market Grand Raffle, where 3 lucky winners can take home one of 3 huge baskets full of beautiful products from all of our participants.

"The Meet Market it's not just about buying, it's also about giving."

## GIFTCARDS

Through various media channels such as radio stations and websites, we offer multiple gift cards of €20. Lucky winners can use them to buy anything they like from any of our maker's stalls.





# our communication strategy

## **SOCIAL MEDIA**

Every month, we put considerable effort into creating unique & engaging content, consistently maintaining our direct connection with both our followers and participants.

## **WORD OF MOUTH**

Initially, The Meet Market gained a devoted following due to its authenticity and special atmosphere. Our visitors help us become known in the best & most organic way... by spreading the word directly and telling friends & family about their personal experience at our events.

## **MEDIA SPONSORS & SUPPORTERS**

The Meet Market has a core group of media sponsors who consistently support us with our communication strategy, and an even larger circle of supporters who work with us to spread our message far and wide.

## **MEET YOUR MAKER MINI-DOC SERIES**

In 2020, Meet Market began producing a mini documentary series called "Meet Your Maker". Through this series of short interviews with selected Meet Market makers at their workshops, we are able to highlight their unique personalities, stories and skill sets, emphasizing the importance of living locally .

With more than 14 episodes to date each lasting 5-6 minutes, our makers (artists, designers, craftsmen & producers) open their studios and take us on a tour of the wonderful world of entrepreneurship. Directed & edited by Spyros Maltezos.



# COMMUNICATION SPONSORS







**"IF YOU ARE GOING TO GREECE THIS SUMMER DON'T JUST LAY ON THE BEACH. HERE ARE 7 THINGS BEYOND SOUVLAKI & SUNTANS.  
(...)**

**4. GO TO THE MEET MARKET.  
THE MEET MARKET IS A TWO-DAY EVENT THAT INVOLVES NEW GREEK DESIGNERS & BRANDS. IT HAPPENS ONCE A MONTH IN DIFFERENT PLACES AROUND ATHENS, AND USUALLY HAS LIVE MUSIC AND STREET FOOD."**

*The Guardian  
Paul Mason & Theopi Scarlatos*

**#THEMEETMARKET**



# THE TEAM

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