



## Inspiration for Multiples



...to tap into potential within sites to inspire communities.



Sarah Cressall



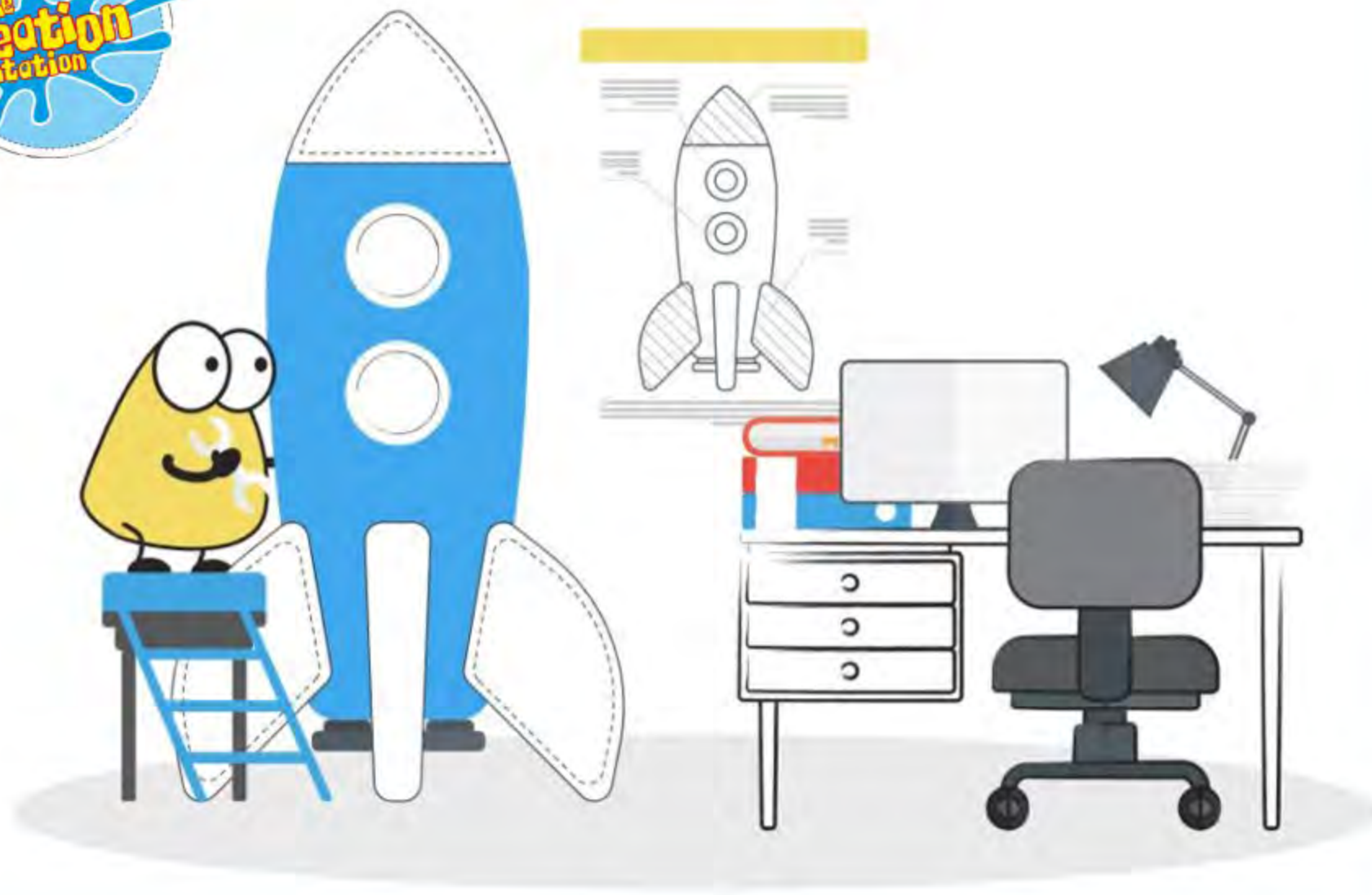
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IMAGINE

A world without  
creativity



CREATIVITY



TO UNLOCK A FLOW OF RAVING  
FANS TO YOUR CREATIVE  
BUSINESS

**IF YOU CAN  
IMAGINE IT,  
YOU CAN  
ACHIEVE IT;  
IF YOU CAN  
DREAM IT,  
YOU CAN  
BECOME IT.**

WILLIAM ARTHUR YOUNG



Sarah Cressall



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# CREATIVE SPARKS

- Mum to 3, wife to Duncan 😊
- Number 1 best selling author
- Founder of The Creation Station
- 1 million+ children and adults inspired
- 25,000 kids and families each week
- 100+ Franchise owners
- 13,000 art & Crafts products
- Over 6,000 reviews rated 5 star on Trust pilot
- Rated 5-Star by our franchise owners
- Co-founder Childrens Activity Association
- Board member of British Franchise Association
- Ranked in the top 10 most powerful women in franchising



SO WHY AM I  
STANDING  
HERE TALKING  
TO YOU?





# CREATIVE SPARKS

- In a wheelchair for a couple of years
- 2 main suppliers closing in the same month
- Contract for 10,000 new calendars in Woolworths
- Launched separate franchise for out of school clubs - didn't work
- Developed membership site – technical end too clunky
- Needed national marketing with no national budget



SO WHY AM I  
STANDING HERE  
TALKING TO YOU?



CREATIVITY



It's going ok...



CREATIVE  
SPARKS

Winner of;

*Ranked; #15 Top Franchises in the UK – Elite Franchise – Global Franchise 2019*

*Winner Most Supportive Franchise and Top Franchise Award – Working Mums 2018*

*Winner Sylvia Anderson Award for Creativity 2018*

*Winner Best Franchise Children's Services – Best Franchise Awards 2017*

*Winner Best Website – Franchise Marketing Awards 2017*

*Winner Excellence and Innovation – Children's Education Services 2017*

*Finalist Richard Branson's Impact Award 2016*

*Winner Best Creative Play Award 2015*

*Finalist Festival Supplier Awards 2015*

*Winner Entrepreneur of the Year 2013*

*Finalist Business Woman Of The Year 2012*

*Winner Best Woman Franchisor UK 2011 - EWIF Awards*

*Winner Best Franchisee Marketing Support 2012*

*Winner 'Crème de la Crème' Business Award 2011*

*Winner 'Best Interactive Business' Award - Mumpreneur 2011*



CREATIVITY



# CREATIVE INTELLIGENCE

POWER TO: THINK,  
CONNECT  
CREATE AND INSPIRE



CREATIVITY



*"If you can change peoples lives you have a business"* Richard Branson



# CREATIVE SPARKS



SOLVE  
MEANINGFUL  
PROBLEMS

>> How do people feel when they engage in crafting /creative activities?



WANT TO SEE MY OUTFIT?





**How do you** empower your people and teams to think, connect create and be inspired?

IDEAS

Creativity

WHAT'S YOUR  
WHY



CREATIVITY



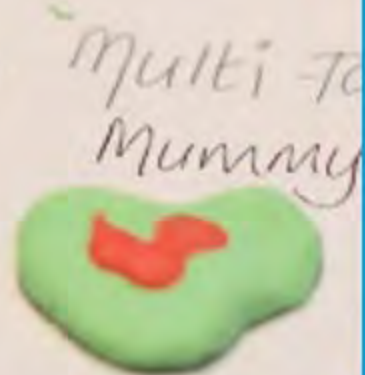


5.5% of the UK economy.  
1 in 11 jobs across the UK

IDEAS

Creativity





SUPERHERO  
IN OUR  
COMMUNITIES

SOLVE  
MEANINGFUL  
PROBLEMS



CREATIVITY



# CREATIVE SPARKS



FEEL THE FEAR  
AND DO IT  
ANYWAY!



NICE PEOPLE



COMFORT  
ZONE

LIFE

CREATIVE  
SPARKS



THE GOOD  
STUFF  
STARTS HERE



WANT TO SEE MY OUTFIT?



FAIL



First Attempt In Learning

CREATIVE  
SPARKS

3

WHAT  
DOESN'T KILL  
YOU MAKES  
YOU  
STRONGER



WANT TO SEE MY OUTFIT?



Walt Disney was fired from the Kansas City Star because his editor felt he "lacked imagination and had no good ideas."



# CREATIVE SPARKS

## 3

WE CAN DO MORE  
THAN WE THINK WE  
CAN



CREATIVITY





Oprah Winfrey suffered abuse, ran away from home at 13, became pregnant at 14 and lost her child. She went on to become talk show host, media executive, actress and billionaire philanthropist.



*"Have passion, believe in your dreams, believe in yourself even when no one else does, and keep going when hope is lost. Don't be afraid to fail."* **Oprah Winfrey**

# CREATIVE SPARKS

## 3

WE CAN DO MORE  
THAN WE THINK WE  
CAN



CREATIVITY



# CREATIVE SPARKS



WHAT DOESN'T  
KILL YOU MAKES  
YOU STRONGER



HELLO!



**If you think you can or  
think you can't...**

**You're right**



**CREATIVE  
SPARKS**  
3

CHOOSE YOUR  
MIND SET



CREATIVITY



# CREATIVE SPARKS



## RAVING FANS



CREATIVITY

# BRAND TOUCHPOINTS

By Allographics & Design



# CREATIVE SPARKS



FOCUS ON  
LEARNING,  
ENGAGEMENT &  
CONNECTIONS



online  
offline



Physical stores gives online brands more than additional sales and brand exposure

### Benefits of in store

- **Test products** and collect customer feedback that is difficult to gather online
- **Guide customers** on how to use products to maximize value
- **Develop a truly personal**, authentic connection with customers
- **Tell a compelling story** about YOU, brands and products
- **Sell through unique experiences** such as events, workshops and classes that disrupt the relationship and increase loyalty

INNOVATE



CREATIVITY



## HELPING YOUR CUSTOMERS

### Interested in them.

Ask questions - 'What's your project today'

Ask their name, Stand side by side like buddies. This says, "Let's figure this out together." **Making people feel special**

### Think about your layout.

Do you need a counter. Tablets to conclude a sale quickly from anywhere. **Efficient checkout.**

### Give more

Exceptional services, info , tips, advice, free stuff, experiences  
**Look from outside in.**



BEING  
EXCEPTIONAL





CREATIVITY

# CREATIVE SPARKS

## 6

SHOWING  
YOUR TEAMS &  
CUSTOMERS  
THEY ARE  
VALUED





## HELPING YOUR CUSTOMERS

### Who shares your values within the community?

Connect and support each other. **Access other peoples customers**

### Local expertise

Who could provide and market experiences in your setting or using your products. **Done for you marketing and experiences**

COLLABORATE



CREATIVITY





# PARTNERSHIP TO SUPPORT ACTIVITIES

BRAND IN HAND EXPERIENCES

LOCAL EVENTS

LOCAL & NATIONAL MARKETING

NATIONAL COMPETITIONS

EXPERT TEAM TO SUPPORT



NATIONAL PARTNERSHIPS & CAMPAIGNS



- Events throughout the week
- Prosecco / Gin and crafts
- Intergenerational events
- Family events
- Sponsor events
- Partner with activity providers



CREATIVITY

# CREATIVE SPARKS

## ?

COLLABORATE





## PROVIDE COURSES

Hairdressers - have to keep going back  
Nails... have to keep going back

**What will make you customers come back to you?**

# CREATIVE SPARKS



## EXPERIENCES



CREATIVITY



BE HAPPY



# CREATIVE SPARKS



HAVE FUN!

IT'S  
INFECTIOUS



CREATIVITY



SPECIAL OFFERS



BOOK SIGNING

SPECIAL OFFER



Sarah Cressall



@SarahCressall



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## NATIONAL EVENT PARTNERSHIP:

Help your customers be **OFFICIALLY AMAZING®**

Find out about our **GUINNESS WORLD RECORD®** attempt for the largest online gallery of collaged images made from mainly recycled, reused, or repurposed items.

Run it yourself or book one of our Creation Station franchise owners







THANK YOU



HERE'S TO YOU

Stand Number

A50



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