

TASK

Designing Your Pop-up Space

Pop up Space layout and design

As an entrepreneur you are required to put on your creative hat and design your space.

When it comes to customising the space for your event, it's important to remember what you can and cannot do — and to get it in writing. This should be well-documented on your lease agreement.

Once you understand the limitations of what you can do with the space, think about the bigger picture of your pop-up. Understand how you want the pop-up shop to run, it's important to set those expectations from the start which will allow you to put the processes in place as you're getting everything together and training the team.

Your clear vision will help dictate what other systems you need to put in place for a smooth event.

You have to decide what you want from your pop up space. For example, some pop-ups are meant to be fulfilment centres. Others are more for customers to place orders for products to be sent to their home. This should inform the design of your space, as that layout also sets expectations for your customers.