

HOW TO HOME WORKSHOPS

After huge success since launching in February 2024, How to Home Podcast is now on tour...

We're giving brands the opportunity to reach new audiences, at real life events...





WE'RE OFFICIALLY ON TOUR...

Off the back of our hit interiors podcast, How to Home, we're launching a UK-wide tour of interiors workshops.

and we're inviting forward-thinking brands to be part of this journey with us...

Our engaging, in-person events are hosted by us, professional stylists and podcast co-hosts Gemma Gear and Maxine Brady, combining expert decorating advice with mindful, hands-on crafting.

It's a fresh and inspiring way for brands to connect with our highly engaged community of home lovers in real life, driving meaningful brand awareness, customer loyalty and shareable content in beautifully styled settings.



ABOUT OUR PODCAST

We launched How to Home podcast in February 2024 with one goal: to make interior design feel accessible, inspiring and fun for everyone.

How to Home podcast is your ultimate interiors guide for creating your dream home.

As professional stylists, we wanted to share our expertise in a down-to-earth, relatable way, helping listeners create homes they truly love. Since launching, the response has been incredible. Our audience has more than quadrupled, and the podcast continues to grow week on week, resonating with a passionate community of home lovers across the UK.

With a loyal and engaged listenership, How to Home is fast becoming a trusted voice in the interiors space and now, we want to bring that connection to life through real-world events.



OUR MISSION



- * To empower people to create homes that reflect who they are with confidence, creativity and joy.
- * To offer brands meaningful ways to connect with a highly engaged audience through trusted, real-life experiences.
- * To make interior styling feel accessible, down-to-earth and fun, offering the opportunity for attendees to meet like-minded people.
- * To create content and events that inspire community, boost brand visibility, and leave a lasting impression.

OUR VISION

Our vision is to create a series of inspiring, hands-on interiors workshops that bring our podcast to life, giving people the tools and confidence to style their homes with purpose and personality.

Each event is designed to be interactive, creative and genuinely joyful, from expert styling tips and live demos to mindful mood board making and home decor crafting.

We tailor each workshop to align with a brand's messaging, values and audience, creating meaningful experiences that not only inspire attendees but also reflect and elevate the story a brand wants to tell. Whether it's colour confidence, sustainable styling or seasonal trends, we bring our expertise to life on your brand's behalf.





'Maxine & Gemma know what they're talking about and they've got loads of experience in the industry. It was such a great idea to combine with their podcast and all their experience, to do real life events in homeware stores around the UK. This was such a fun evening and I can't wait to come along to the next one.'

- **SALT DIGITAL**

'This was the loveliest event. We were spoilt with delicious food and drink and the workshop was fantastic... I came away feeling so inspired.'

- **@leopard_print_stairs**

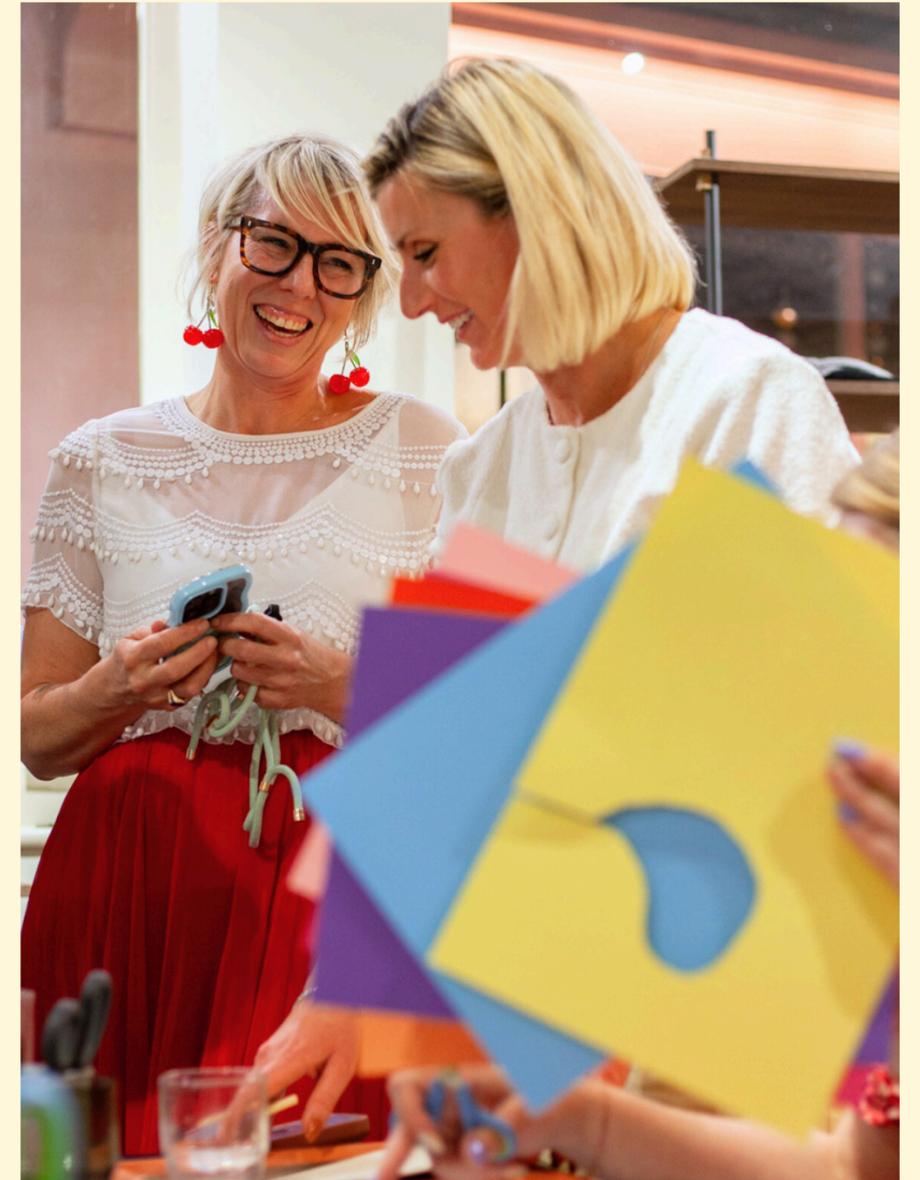
'Had the best evening meeting other like minded people in the most beautiful setting and yummy food. Thank you so much for having me.'

- **@home_with_the_buckingham**s

'It was such a lovely evening chatting all things interiors with @howtohome.podcast and an amazing group in the beautiful surroundings of @andhalt.'

- **@flamingostyling**

OUR TESTIMONIALS



WORK WITH US...

We'd love to bring your brand into the heart of our How to Home community through inspiring, real-life workshop experiences. In addition to the workshops, we offer full styling packages for press events or in-store customer events as well as social media packages.

If you're looking for a creative and engaging way to connect with home lovers across the UK, let's talk more!

Get in touch for full details, collaboration ideas and our workshop packages.

Maxine & Gemma

