



# Tutors & Talkers 2018

## Guide to workshops and talks by Letterers

The following is a suggested procedure for those who may be new to the process of arranging talks or workshops.

### What to do if you want to book a tutor/talker

Look through the alphabetical list of CLAS Accredited Tutors and Fellows. You are assured of a high standard of lettering with the people included on this list. Most letterers have favourite topics for teaching or talking about. However, many are so versatile that you could run a whole course with just one individual!

If you do not know the person then it is probably best to e-mail them to ask if they would be prepared to teach members of your group or give a talk. It helps the tutor/talker if you enclose information about the group, how many members you have, where you usually meet, the name of the person to contact and so on. If your group produces a newsletter then include this as well, as it all helps tutors/talkers tailor their workshop or talk to your group's needs.

As a general rule of thumb, most tutors will not teach workshops with more than 16 members; some have a limit of 12. It is important to know this so that your charges to members can be adjusted accordingly.

It is also worth noting that, even though larger numbers will ensure greater financial security, the amount of time a tutor can devote to individuals - which is the essence of asking these highly skilled practitioners - will be severely limited and may not lead to a successful session. Thus twisting arms to have a larger workshop may not be beneficial to the participants. In terms of costs, the fees stated are those advised by the tutors/talkers at the time of printing. These will change over time and you should ask the tutor/talker for their current fee. Include in your costings travelling and other expenses for the tutor/talker. The fee for talks or lectures is usually lower as these involve fewer hours. Of course, most talkers will be happy to make their presentation to larger groups, so this will cost individuals less.

### Making arrangements

If the tutor/talker agrees to take a workshop or give a talk, then confirm the following in an email:

- 1 Date of the workshop or talk.
- 2 Start time of the workshop or talk.
- 3 Who will be there to meet and greet the tutor/talker and at what time. (NB many

tutors/talkers prefer to be setting up at least 30 minutes before the agreed start time.)

4 The name and address of the location including post code and an easy to follow map, as well as a street map of the area.

OR - the nearest station, the arrival time of the train and the name of the member who will be there to meet the tutor/talker from the train.

5 Telephone number of the location and the name of the person at the location to contact if an emergency arises.

6 Emergency contact telephone number of one group member.

7 Name of the Chair of your group.

8 The agreed fee and expenses.

9 The title of the workshop or talk.

10 The finishing time.

11 Whether there will be time for questions or whether this is part of the programme if it is a talk/presentation.

12 What equipment the tutor/talker requires – slide or LCD projector, screen, CD/DVD player and monitor, projector stand, extension lead, chalkboard etc.

13 Whether the tutor would like a packed lunch provided and, if so, whether they have any special likes or dislikes.

### **What you need from the tutor/talker**

It is always best to get some form of written confirmation from the tutor/talker to avoid any problems or difficulties over dates, times or perhaps fee.

It helps if the tutor/talker also gives you an emergency telephone number just in case you have to cancel or make alternative arrangements for the venue or for meeting. Most tutors/talkers have a mobile telephone and this number is a good one to have, too.

Ask if the tutor/talker wishes to have a table or space available to put a small display of their work, or if they have books or postcards for sale which require table space. (Arrange for a group member to be available to handle sales, so that the tutor/talker is able to answer questions, sign books, etc.)

*For your newsletter/publicity:* Most tutors/talkers have a ready-printed cv which you can use for your newsletter or for any publicity for the event.

*For a workshop:* You will need a list of what tools and materials are required for the day, especially if anything out of the ordinary is required. “The usual calligraphy materials” is really too vague and it is always better to ask the tutor to be more specific. Ask them to include on the list small items which may be missed, like spare tiny jam jars, cloths, gouache

and so on, if these are necessary. Also check if the tutor is supplying anything and whether there will be additional cost for this, which needs to be considered when deciding how much to charge participants.

It is probably best to ask for the list of tools and materials at least 4 weeks before the event, especially if there are specialist materials which may require mail order.

### **The week before**

Although not always essential, it is best to check that the location room/hall is booked and also to telephone the tutor/talker to confirm the arrangements. Check also that the room has adequate blackout if there is to be a slide presentation and that an appropriate socket is nearby, or that a safe extension lead is provided.

**NB. Many halls or rooms for hire require the hirer to have Public Liability Insurance (PLI). This is essential for groups if the elected officers of the group are not to be held personally liable for any accident or injury resulting from an activity organised by the group. CLAS has made special arrangements for affiliated local groups to have a reduced rate PLI. Details of affiliated group membership with PLI may be found on the CLAS website.**

### **On the day**

At least 30 minutes before the event ensure that a group member is at the venue to check that the equipment required is available and can be set up. For a talk arrange chairs if necessary so that members have a good view and can hear.

For a workshop, make sure that there is water available and that the tables and chairs are arranged suitably.

Check the tea and coffee arrangements and make sure that a clean cup/mug is ready for the tutor/talker. If these are usually supplied by the members themselves, then arrange for someone to bring along an additional one for the visitor.

Arrange for a glass and jug of water to be available on the table for the tutor/talker. Few things are worse than a sudden dry throat mid sentence, with the ensuing fuss if water has to be fetched from an outlying kitchen, far better to have simple, unobtrusive and easy access to a glass of water on the table.

### **Meeting the tutor/talker**

Check that the agreed meeter and greeter is at the station or by the entrance of the venue to meet the tutor/talker. Show him/her where the lavatories are and also arrange for a hot drink to be available if required. Escort the tutor/talker to the room. Deal with slides, presenting work, sales etc as necessary.

The Chair of the group should check their introduction with the tutor/talker in case anything is incorrect or there have been new developments since the last cv.

### **After the event**

If coffee/tea is served during or after the event, do make sure that the tutor/talker is well

lubricated. Both are very dehydrating experiences.

Genuine thanks are always well received, no matter how experienced the tutor/talker. So, too, is the fee! For good relations this is best organised so that it can be given to the tutor/talker unobtrusively at the end of the event. Arrange for the treasurer to have the cheque already signed by the necessary signatories, so that slipping this to the tutor/talker is not a major event!

### **The week after**

A thank you letter from the secretary or Chair is worth its weight in gold - and could lead to a return visit if wanted.

### **Visitors from a distance**

Some tutors/talkers are prepared to travel long distances and here the arrangements are slightly different. Tutor/talkers are often happy to stay with members of the group, others prefer to stay somewhere anonymous. Check this with the tutor/talker and ensure that the costs for this are considered when costing the event.

If the tutor/talker is staying with a member, check on any special dietary arrangements - vegetarian, coeliac, etc.

It is also important to realise that if the tutor/talker is staying overnight then a packed lunch for the following day's workshop may be a problem and this should be supplied.

Although it may be a thrill to have a distinguished letterer staying in the house, try not to keep them up all night - tutor/talkers do need their sleep, too!