

WORKSHOPS BY REQUEST: HOMETOWN SERIES

INFORMATION PACKAGE

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Table of Contents

Table of Contents	1
What is Workshops by Request : Hometown Series?.....	2
Through the Hometown Series, Theatre Alberta will:	2
Who is Eligible to Apply?.....	2
How Many Workshops by Request Can You Host in a Year?.....	2
Applying for a Workshop	2
What Do You Have to Provide?	2
As the Workshop Host you are responsible for:	2
Workshop Fees	3
Participant Vacancy Fees (in addition to workshop fees):	3
What Happens Next?.....	4
Cancellations and Refunds	4
Cancellation fee	4
Tips on Planning a Successful Workshop.....	4
Some ways to attract workshop participants include:	5
The Day of the Workshop.....	5
The Workshop Is Over – What’s Left to Do?.....	6
Possible Workshop Topics	6
Contact Information for Policy Makers	7
How to Contact Your Local MLA.....	7
How to Contact The Alberta Foundation for the Arts	7
How to Contact the Minister of Culture.....	7
Workshop Application	8

What is Workshops by Request : Hometown Series?

Theatre Alberta's Workshops by Request program offers theatre groups the opportunity to develop and enhance their skills. At your request, we'll arrange for a qualified Alberta theatre professional to travel to your community and conduct a workshop on any theatre topic you propose.

Theatre Alberta will:

- Work with your group to develop achievable workshop goals;
- Find a professional theatre instructor for your workshop in a timely manner;
- Pay an honourarium to the instructor, as well as provide for their travel, meal, and accommodation costs; and
- Publicize your workshop through our website and eNewsletter.

Our goal is to provide affordable public access to expert knowledge and skills to as many Alberta theatre enthusiasts as possible! The fee we charge you covers only a fraction of the actual cost of the workshop.

Who is Eligible to Apply?

To hold a workshop in your community, your organization must have a Group Membership with Theatre Alberta that is current up to and including the last day of your workshop. To join or to renew your membership, complete the online form at www.theatrealberta.com/membership, or complete the paper membership form (attached) and mail with payment to Theatre Alberta. Please note that this program is intended for adult practitioners and enthusiasts. Schools are not eligible; for information on how to bring a theatre professional to your school, please contact the [Alberta Foundation for the Arts Grant Help & Resources](#).

How Many Workshops by Request Can You Host in a Year?

Your group is eligible for three days of workshop programming between September and the end of June. You can choose a one, one-and-a-half, or two day workshop.

Applying for a Workshop

Apply by completing the online Workshops by Request Application form at www.theatrealberta.com/wbr/hometown or complete the paper application attached to the end of this information package, and submit it along with payment to Theatre Alberta by mail.

Please submit a separate application for each workshop you wish to hold, even if you are applying for several workshops at once.

Theatre Alberta must receive your completed application form and payment in full at least 45 calendar days in advance of your proposed workshop date.

Do not try to hire an instructor before applying for your Workshop – we'll take care of that!

What Do You Have to Provide?

As the Workshop Host you are responsible for:

- Filling out a Workshop Request form including available workshop date(s) and confirmation you have read the Workshops by Request Information Package.
- Having a Group Membership with Theatre Alberta that is current up to and including the last day of your workshop. Online form available at: <https://www.theatrealberta.com/workshops-by-request/application>

- **A minimum of ten participants for the workshop.** The participants must be registered one week prior to the workshop date, and must attend the entire workshop. Theatre Alberta will require confirmation of registration numbers one week prior to the workshop date.
- A safe and clean space for the workshop.
- Maintaining a harassment-free and discrimination-free educational and professional environment. Theatre Alberta views harassment, including sexual harassment and discrimination, as unacceptable behaviour that will not be tolerated at its programs.
- All applicable equipment and materials for the workshop (including photocopying).
- Publicity/marketing for the workshop including credit to Theatre Alberta and the Alberta Foundation for the Arts using the following wording: "This workshop is sponsored by Theatre Alberta with funding from The Alberta Foundation for the Arts as part of the 'Workshops by Request: Hometown Series'."
- Any printed or online advertising must include the logos of Theatre Alberta and the AFA (provided by e-mail after you apply).
- Copies of any printed advertising and/or online display advertising created for the workshop sent to Theatre Alberta—if you wish, you may email us weblinks to online advertising as opposed to printed copies.
- Submitting a classified advertisement for the workshop at: <https://www.theatrealberta.com/submit>.
- Collecting names and email addresses of your participants and sharing Theatre Alberta's program feedback survey with them at the workshop and in follow up correspondence. www.surveymonkey.com/r/theatrealberta.
- Have participants sign a waiver and photo release form (provided by e-mail after you apply).
- Give a brief verbal introduction at the workshop or supply a copy of the workshop introduction to participants (an introduction document is provided by email after the instructor is confirmed).
- Display or distribute any promotional material at workshop as requested by Theatre Alberta.
- Taking photographs during the workshop and submitting them to Theatre Alberta for archival and promotional purposes. (We recommend five to ten per workshop.)
- Completing the Workshop Host Evaluation form and returning it to Theatre Alberta (provided by email after you apply).

Workshop Fees

Payment for all proposed workshops must accompany completed application forms. (You may make one lump sum payment via cheque, Paypal or credit card if you apply for more than one workshop at the same time.)

- \$250 for one-day (6 hours of instruction)
- \$300 for one and a half days
- \$350 for two-days

If a workshop is requested with two instructors, the workshop fee will be doubled.

If your workshop has between 6-9 participants and you still wish it to continue, you may pay a \$50.00 per participant vacancy fee. An absolute minimum of 6 participants is required.

Participant Vacancy Fees (in addition to workshop fees):

- 9 Participants \$50
- 8 Participants \$100
- 7 Participants \$150
- 6 Participants \$200

Please note that the above does not include Theatre Alberta group membership fees. Visit: <https://www.theatrealberta.com/membership>

What Happens Next?

Once Theatre Alberta receives your application and payment, we will contact you to find out more. Then we will look for an instructor for your workshop.

Once the date(s) and instructor has been secured, we will put the two of you in touch. **You must contact the instructor** to finalize details about workshop content, materials required, start and finish times, and other details important to the success of your workshop. Instructors reserve the right to limit the maximum number of participants in your workshop.

You may start advertising and recruiting participants for your workshop as soon as a date and instructor have been confirmed with Theatre Alberta. While the workshop is to be open to the public, **you are welcome to charge a fee** for participants to attend your workshop, which can include membership to your organization – this is a great way to make back any expenses you incur, and even make a profit. Our only request is that as many interested and enthusiastic practitioners in your community have access to the workshop as possible! We ask you notify Theatre Alberta to confirm that you have at least ten people registered in your workshop at least one week before the date. Workshops not meeting the minimum participant requirement may be cancelled, rescheduled, or subject to fees.

Cancellations and Refunds

Workshops by Request are rarely cancelled; in most cases we are able to reschedule. Cancellations that do happen are usually for one of the following reasons:

- the workshop does not have 10 participants registered one week prior to the workshop date (and the workshop facilitator does not wish to pay the participant vacancy fees),
- instructor illness, or
- weather conditions make it unsafe for the participants and/or instructor to travel to the workshop location.

Cancellation fee

If your workshop is cancelled due to a lack of participants, Theatre Alberta will refund your Workshops by Request application fee, less a \$50.00 cancellation fee per workshop topic, which is forwarded to the instructor for preparatory expenses. Please confirm registration numbers with more than one-week notice. If a workshop is cancelled with less than one-week notice. A fee equal to 50% of the instructor honorarium will be issued.

If the workshop is cancelled due to instructor illness or poor weather conditions, Theatre Alberta will work with your group to reschedule the workshop. If rescheduling is not an option, you may be eligible to receive a refund, less the cancellation fee.

Groups who have two workshops cancelled due to low registration in the same Workshops by Request season (September 1 to August 31) will not be able to apply for any additional workshops for the balance of that Workshops by Request season.

Tips on Planning a Successful Workshop

Setting the date is the most important step in planning your workshop. Consider when other events might be taking place in your community on your proposed workshop date(s). Are there more than one option? Instructors may be hired sooner if there is more than one date available.

The space you choose for your workshop must be available, accessible, and ready to use at the start of the workshop. Confirm available dates with your venue prior to making your request.

If you're holding a **technical workshop**, ensure that all the equipment you'll need is available, in working order, and ready to use. If you're not familiar with the equipment the instructor will be demonstrating/using, assign someone who is familiar with the equipment from your group to attend the workshop and act as an assistant to the instructor. Note that the safety and cleanliness of the workshop space are subject to the instructor's standards of approval.

Give yourself enough time to acquire registrations and consider your marketing.

Some ways to attract workshop participants include:

- Personally contacting your members and past participants notifying them of the workshop.
- Sharing promotion of the workshop with other local groups.
- Requiring advance registration (with or without a deposit, which can be either refundable or nonrefundable). Advance registration promotes a sense of commitment to attending, especially if participants receive a reminder 5–7 days before the workshop date.
- Charging a workshop registration fee. Charging a fee also promotes a sense of commitment to attending. In addition, community groups could keep this revenue—your workshop can break even, or make a profit!
- Creating a poster or advertisement for the workshop.
- If you have a website, create a page advertising the workshop.
- Sharing your workshop through any social networking platforms you maintain. (e.g. Facebook, Twitter, etc.)
- Setting up a classified with Theatre Alberta at: <https://www.theatrealberta.com/submit>.
- Publicizing your workshop through OUR website for free. Visit www.theatrealberta.com/submit to submit a classified listing advertising your workshop
- Providing a complimentary catered lunch at the workshop gives the event an 'all-inclusive' feel.

If you have any questions or need some help, please contact Theatre Alberta:

In Edmonton: 780-422-8162 Toll-free (in Alberta): 1-888-422-8160 Email: theatreab@theatrealberta.com

The Day of the Workshop

Please ensure someone from your theatre group will be attending the workshop in the capacity of coordinator for the day. This person should:

- Double-check that the workshop space is clean, safe, and ready to be worked in, and that all necessary materials are provided for the workshop.
- Be available to greet the workshop instructor at the space when they arrive.
- Prepare some opening remarks to welcome the instructor and participants, and introduce the instructor and talk about their skills/ credentials, and be sure to thank Theatre Alberta, The Alberta Foundation for the Arts, and Workshops by Request: Hometown Series. (Theatre Alberta will supply an introduction via email).
- Sign in all participants and collect their email contacts for following up after the workshop.
- Prepare waiver form for all in attendance to sign and take pictures throughout the workshop. (Theatre Alberta will supply a waiver via email).
- Ensure participants and instructor take appropriate breaks—lunch, coffee, etc.—and that the workshop does not run over the allotted time. (If you wish to have a general Question and Answer period at the end of your workshop, please arrange and allot this time with the workshop instructor beforehand.)
- Encourage participants to write to their local MLA, The Alberta Foundation for the Arts, and the Minister of Culture telling them about their workshop experience. Participants can send the same letter to all three parties. Letters remind policy makers that theatre is essential to the province's cultural life and worthy of funding (see page 7 for further info).

- Provide the participants with the link to the Workshops by Request participant survey (both during the workshop and in a follow up email). www.surveymonkey.com/r/theatreab
- Complete the Workshop Host Evaluation form. The individual completing the evaluation form must have been in attendance at the workshop.

The Workshop Is Over – What’s Left to Do?

As the workshop host, you are required to return your completed Workshop Host Evaluation form, digital copies of any photos taken at the workshop, and all printed and online display advertising used to promote the workshop, to Theatre Alberta.

Provide a follow up email to participants with the link to the online feedback survey: www.surveymonkey.com/r/theatreab or supply Theatre Alberta with contact information to do so. Feedback is very important for program development and funding purposes.

Possible Workshop Topics

Please note: these are suggestions, not limits!

- | | | | | |
|-----------------|-----------------------|----------------------|-------------------------|------------------|
| • acting | • directing | • auditioning | • character development | • playwriting |
| • choreography | • directing | • stage management | • prop construction | • clowning |
| • puppetry | • collective creation | • scene study | • commedia dell’arte | • scenic design |
| • costume | • set | • Shakespeare’s text | • dialects | • voice & speech |
| • make-up | • sound | • musical theatre | • improvisation | • stage combat |
| • dramaturgy | • movement | • lighting | • production management | • producing |
| • Suzuki method | • stage intimacy | • juggling | • projection design | • mask |

Contact Information for Policy Makers

We hope you and your workshop participants found great value in your experience with Workshops By Request. If so, please consider writing your local MLA, The Alberta Foundation for the Arts, and the Minister of Culture telling them about your workshop experience. Participants can send the same letter to all three parties. Letters remind policy makers that theatre is essential to the province's cultural life and worthy of funding on an ongoing basis.

How to Contact Your Local MLA

A directory of MLA's and their contact information is available online at www.assembly.ab.ca.

You can also call the Government of Alberta's Service Alberta call centre toll free at 310-0000 – ask for MLA information.

How to Contact The Alberta Foundation for the Arts

Direct letters to:

The Alberta Foundation for the Arts 10708 – 105 Avenue Edmonton, Alberta T5H 0A1

How to Contact the Minister of Culture

Direct letters to:

Hon. Ricardo Miranda Minister of Culture 227 Legislature Building 10800 -97 Avenue Edmonton, AB T5K 2B6

Theatre Alberta – Workshops by Request: Hometown Series

Workshop Application

Please complete a separate application form for each workshop applied for.

You may also fill out an online request form at: www.theatrealberta.com/workshops-by-request/application

The instructor booking process generally requires 45 days notice.

Name of Group:

Mailing Address

City:

Province:

Postal Code:

Contact Person for the Workshop:

Primary Phone:

Secondary Phone:

Email:

Website (if applicable):

Proposed Date of Workshop:

Please note: offering **more than one date** option may help confirm an instructor more quickly.

Date 1:

Date 2:

Date 3:

Proposed Space for Workshop:

Proposed Workshop Topic:

Workshop Fee Enclosed:

- One-day workshop: \$250.00
- One and a half day workshop: \$300.00
- Two-day workshop: \$350.00

I am paying (Fee Enclosed):

- Cheque (payable to Theatre Alberta)
- VISA
- MASTER CARD

Credit Card Payment:

Application and payment in full must be received by Theatre Alberta at least 45 calendar days in advance of the proposed workshop date. Please allow sufficient time for mailing. You may also phone in your credit card number during Theatre Alberta's regular business hours. 780-422-8162 (Edmonton) 1-888-422-8160 (toll free in Alberta).

Credit Card Number:

Expiry (MM/YY):

Cardholder Name:

Cardholder Signature:
