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WORKSHOPS BY REQUEST: HOMETOWN SERIES INFORMATION PACKAGE

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WHAT IS THE WORKSHOPS BY REQUEST: HOMETOWN SERIES?

Theatre Alberta brings the resources of an Albertan theatre professional to your community! The workshops are coordinated by Theatre Alberta at YOUR request and are targeted to the specific needs of YOUR group on ANY theatre topic you propose.

ELIGIBILITY

- You must have a current Group Membership with Theatre Alberta. To join or renew your membership complete the online form at theatrealberta.com/about/membership
- Your group is eligible for 3 days of workshop programming annually.

HOW TO APPLY

- Complete the online application form at theatrealberta.com/wbr/hometown.
- Theatre Alberta must receive your completed application form and payment in full **at least 45 days** in advance of your proposed workshop date.
- Do not try to hire an instructor before applying – we'll take care of that.

THEATRE ALBERTA RESPONSIBILITIES

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

WORKSHOP HOST RESPONSIBILITIES

- Register a minimum of **10 participants** for the workshop (1 week prior to the workshop date, and must attend the entire workshop).
- Provides a safe and clean space for the workshop and all applicable equipment and materials for the workshop (including photocopying).
- Agrees to follow the [Theatre Alberta Society Healthy & Respectful Workplace Free of Discrimination & Harassment Policy](#).
- **Marketing & Promotion**
 - Credits Theatre Alberta and the Alberta Foundation for the Arts on all publicity/marketing 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'.**
 - Display/distribute any promotional material at the workshop as requested by Theatre Alberta.

FOR ALL STAGES

- Includes the logos of Theatre Alberta and the **AFA** on all print & digital marketing.
- Sends digital copies of any printed advertising and/or online display advertising created for the workshop to Theatre Alberta.
- Submits a classified ad for the workshop at: theatrealberta.com/submit
- Have participants sign a waiver & photo release form.
- Takes photographs during the workshop and submits them (5-10) to Theatre Alberta for archival and promotional purposes.
- **Workshop Day**
 - Representative of the host theatre group acts as 'day of coordinator'.
 - Double-check that the workshop space is clean, safe, and ready to be worked in, and that all necessary materials are provided.
 - Be available to greet the workshop instructor at the space as they arrive.
 - Prepare the opening remarks to welcome the instructor and participants, introduce the instructor and talk about their skills/ credentials, and thank Theatre Alberta, The Alberta Foundation for the Arts, and Workshops by Request: Hometown Series.
 - Sign in all participants and collect their email contacts.
 - Ensure participants and instructor take appropriate breaks—lunch, coffee, etc.—and that the workshop does not run over the allotted time.

*(Logos, surveys, waivers & all relevant documentation provided by email after you apply).

WORKSHOP FEES

- \$250 for one-day (6 hours of instruction).
- \$300 for one and a half days (9 hours of instruction).
- \$350 for two-days (12 hours of instruction).

* Please note that the above does not include Theatre Alberta Group Membership fee.

- If your workshop has less than 10 participants and you wish it to continue, you may pay a \$50 per participant vacancy fee. An absolute minimum of 6 participants is required.

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

CANCELLATIONS & REFUNDS

Workshops by Request are rarely canceled; in most cases we are able to reschedule.

Cancellations happen for the following reasons:

- The workshop does not have enough participants registered 1 week prior.
- Instructor illness.
- Weather conditions make it unsafe for the participants or instructor to travel.

If your workshop is canceled due to a lack of participants, Theatre Alberta will:

- Refund your application fee, less a \$50 cancellation fee per workshop, which is forwarded to the instructor for preparatory expenses.
- Please confirm participant numbers with more than one-week notice. If a workshop is canceled with less than 1 week notice. A fee equal to 50% of the instructor honorarium will be issued.

- If rescheduling is not an option, you may be eligible to receive a refund, less the cancellation fee.
- Groups who have two workshops canceled due to low registration in the same WbR season will not be able to apply for any additional workshops for the balance of that WbR season.

WHAT'S 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 contact.
- 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.
- 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 – 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!

MARKETING

Information to share with Theatre Alberta for the marketing:

- Short description of the workshop (50-100 words)
- Bio of the instructor (100-150 words)
- Workshop Fee (If you decide to charge one)
- How can participants register? (email or phone or website link)

AFTER THE WORKSHOP

- Provide Theatre Alberta with ALL participants' email addresses. Theatre Alberta will send all participants a **Workshop By Request Participant survey**.
- 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/email to all three parties. Letters remind policy makers that theatre is essential to the province's cultural life and worthy of funding.
- Complete the **Workshops by Request Host Survey**.
- Send digital copies of 5-10 photos taken at the workshop, and all printed and online display advertising used to promote the workshop, to Theatre Alberta.

*Feedback is very important for program development and funding purposes.

CONTACT

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