**Information for Guild Program Chairs**

**Good communication is the key!**

* Include your name, guild, city, state, and date of program in every communication before and after hiring a speaker/workshop leader.
* If they don’t respond to an e-mail or voice mail, call again. Don’t assume they don’t want to come to your guild.
* Remember that the teachers want to come to your guild as much as you want them to be there!

**Speaker contracts:**

Before you hire, review your guild’s standard contract: It should clearly spell out

* Guild name, address (including city and state)
* Housing (give the speaker a choice of staying with a guild member or a hotel of the guild’s choosing and put it in the contract).
* Travel expenses such as airfare and airport, shipping costs (for lecture or workshop supplies)
* Mileage allowance: specify amount per mile, including any limit on number of miles paid. If speaker must drive a longer distance, payment should be made for actual gasoline expenditure, with receipts required.
* The agreed upon date for the lecture, fee and topic
* The agreed upon date(s) for the workshop, fee and topic
* Down time: Who is responsible for hotel/meals – guild or teacher. Spell it out.
* Cancellation policy. As an example, perhaps 90 days out from the date, or closer in with a financial penalty (maybe 50% of the fee). Include the acceptable reasons (natural disaster, loss of meeting space or ability to have the meeting, etc.)

Remember, if you have contracted with a teacher for a lecture or a workshop and the guild cancels inside of the contracted cancellation date, the guild will owe the teacher the agreed upon fee or whatever the contract calls for.

* Sharing with another guild? Clearly note the arrangements for assuming responsibility for the speaker and the share of his/her travel expenses for your guild.

**Before Hiring Speakers**:

* Know your budget! You will need to cover transportation (air or mileage), hotel, meals, and speaking /workshop fees as negotiated with each teacher.
* Know what months your guild usually has speakers. For example, South Bay does not have speakers in March, June, July, and December. Know what months are still open.
* Review the speakers already on contract for dates and topics. Decide what other topics you need to have to have a well-rounded schedule. Perhaps a new technique?
* Find out how far out you may financially obligate your guild. Remember that many teachers book as much as 2 to 3 years in advance. Know what your future obligation budget is.

**Sharing a speaker**:

* Check the SCCQG website for guilds that have meetings close to yours.

Find out who they have on contract and when.

Are these speakers who will meet your topic needs? If they do, they can save a lot of program costs, but sharing really only works if you’re booking at least a year ahead – two years is better.

* Check with each teacher before you make any arrangements with other guilds (he/she may not want to stay more than a few days);
* If your guild and another one agree to share, clarify in writing how costs will be shared and how speaker will get from guild A to guild B and back to the airport.
* Clarify in writing who is responsible for any downtime expenses between meeting/workshop dates (your guild, the other guild, the speaker?) If the downtime is because of a gap between meeting dates, the guilds will be responsible for paying for the speaker’s expenses. If the speaker wants a couple of days after or before the meetings for his or her own time, he/she should cover those expenses.

**Finding speakers for your guild:**

* Come to Meet the Teacher at the April Council meeting in Carson. Talk to 50+ teachers, see samples of their work and hear them give a short presentation.
* Check the SCCQG website for list of teachers and their websites and ask your guild members/quilting friends for suggestions. Check quilting publications and website for interesting speakers. The Alex Anderson/Ricky Tims website, [www.thequiltshow.com](http://www.thequiltshow.com) present many different topics and teachers in their programs. Also, most quilt teachers have websites so scour the internet!
* Remember to hire teachers in a range of topics (beginning quilter, applique, pieced, wool, art, modern, etc.)
* Include your contact information in EVERY e-mail or letter to speakers including your name, the name of your guild including city and state, and the dates you want to fill. There are many guilds around the US with similar names, so be specific.

Remember that speakers want to come to your guild as much as you want to have them, and good communication is the key to a successful visit.

**The Hiring Process:**

* Call the teacher. If you get their voicemail, leave your name, phone number, guild name, city, state, and the month (s) in which you are interested in hiring them. Tell them you will e-mail the details.
* If they answer, introduce yourself, tell them you are interested in hiring them for a lecture/workshop in XXX month, and discuss it with them.
* After your initial contact (that day, preferably) send the teacher an e-mail repeating what you talked about including your personal info, your guild info, the month(s) you are interested in, fees, etc. This email helps to ensure there is no misunderstanding about the proposed arrangements.

* Once you have agreed with the teacher on everything, send your guild contract filled out with the agreed information. Ask for it to be signed and returned to you.
* Keep in touch with the speaker periodically just to be sure all is well.

**When you have speakers on contract**:

* Stay in contact with speakers and workshop teachers slated to come to your guild. A quarterly e-mail just to touch base is very helpful, even if the contracted date is well into the future. Something may change with the speaker or the arrangements and you need to know!
* New program chairs should contact every speaker/workshop teacher who is already on contract to introduce yourself, and provide your contact information to the speaker. Remember to include all of your contact info (name, guild, city, state, dates and topics) in your communication.
* Contact speakers well before the contracted meeting to confirm travel arrangements, arrival times, departure times, etc., as well as any equipment requirements for the meeting. Also confirm housing arrangements and who will transport the speaker for each event. Make sure your speaker knows what to expect. Contact them again a couple of weeks before their arrival to reconfirm.
* If there is downtime (an extra day perhaps) between the arrival of the speaker and the meeting/workshop, find out ahead of time if he/she wants to visit shops or museums or perhaps just relax.  Do you have members that will “entertain” the speaker?
* When contacting speakers, be sure to include the name of your guild with city and state, and the dates of the contracted meeting. There are many guilds around the US with similar names, so be specific. Include your contact information in EVERY e-mail or letter.
* **Samples:** Ask for samples, but don’t expect to receive them more than three months prior to the speaking date; return samples to the teacher promptly after he/she has completed their visit.
* **Cancellation for low enrollment or no enrollment.** You can do that, but the guild will still have to pay for the workshop. If the enrollment is really low, you should tell the teacher ahead of time so they don’t prepare and lug a lot of unneeded course supplies. Remember that most airlines don’t allow schedule changes without a huge fee and it will most likely be more cost effective to just keep the teacher for the day and send her home on the agreed upon schedule. Talk to the teacher about it – don’t hide low enrollment from them.

**While the speaker is with you:**

* Be on time to meet the speaker at the airport or other designated meeting place. Know the flight number/origin and the speaker’s cell phone number. Will he/she need help at baggage claim? Make a sign so he/she can find you.
* Be sure to offer the speaker time to rest a bit after travel if at all possible.
* If taking the speaker to dinner before guild, allow plenty of time to finish the meal and arrive at guild to setup his/her quilts, slides, etc. without rushing.

* If the speaker has asked for specific things for the lecture or workshop, make those arrangements well ahead of time.
* Have plenty of help on hand to move quilts or other supplies into the meeting place. Have tables ready on which to arrange the quilts. Is he/she selling items? Have a table ready, and someone to watch her items as needed.
* Include a bottle of water on the podium for the speaker. Be clear on the amount of time allowed for her/his talk and don’t hesitate to quietly remind her/him as the end of the time nears.
* After the meeting, remind the speaker about arrangements for the next day (who will pick her/him up and when, whether the workshop venue is warm or cold, lunch, etc.)
* Allow plenty of time to get the speaker to the airport for the return flight. Offer to assist with baggage if needed.

**After the Speaker Departs**

* Write a thank you note to the speaker
* Follow up on any items the speaker has promised to send to workshop members or the guild

Questions?