

THEATRE BC

INSTRUCTOR WORKSHOP / TOUR PLANNING GUIDE

*FOR
ZONES AND CLUBS*



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INTRODUCTION

This guidebook has been assembled to help assist Theatre BC Regional Zones and Member Clubs in planning an instructor-led workshop or tour.

In this booklet you'll find all the tools you'll need to effectively plan, organize, budget, and prepare a final report for a successful educational event.

Theatre BC Office Staff will assist you throughout the process, and will provide the following services:

- *Contact instructors, based on your requirements, timeline and approval;*
- *Secure the instructor with a contract;*
- *Assist with travel plans for the instructor (if required);*
- *Provide the Zone / Club with detailed course information, including instructor bio and headshot;*
- *Liaise with the Executive Board for Revenue Subsidy approval (TBC Grant)*

Zone / Clubs agree to:

- *Complete the Workshop / Tour Request Form;*
- *Provide contact / representative information for the Zone / Club;*
- *Prepare & submit a reasonable budget along with any TBC Grant requests;*
- *Secure accommodation for the travelling instructor;*
- *Secure a Workshop Venue;*
- *Complete the Workshop Report at the end of the event.*

This guide is broken down into 6 sections:

1. Organizing Tips – *Useful information in planning your workshop*
2. Workshop Request Form
3. Budget Form
4. TBC Grant Application
5. Final Report
6. Appendices

Our goal is to ensure that you have a great educational experience with your workshop / tour, and we appreciate your feedback on both the event and the planning process.

This booklet is also available online at www.theatrebc.org



10 PLANNING TIPS FOR A SUCCESSFUL EVENT

1. Determine the Topic:

- Identify what topic or group of topics you would like to have presented. Do you want a course on musical theatre, advanced lighting, introduction to set design, aging techniques for costumes, directing for beginners, accents for the stage, etc. Find out what interest there is in your community.
- Free sites such as Survey Monkey (www.surveymonkey.com) allow you to email potential attendees 10 questions of your wording, and collect results. It's a great way to reach the masses, and hear from them what they would like to see / learn.

2. Set a Goal

- Define the objectives and outcomes of the workshop / tour, and what you would like to accomplish. Identify your target audience (as above) – have you met their concerns, limitations (if any), and requirements? Are you opening the workshop to the general public? If so, have you taken into account that the public may want to audit the workshop and not take part in the hands on sections? Emphasize the education component of the workshop / tour. Have you approached local schools?

3. Decide on a Date

- Choose a date (or a date range) for your workshop / tour. When choosing a date, it is helpful to have **several possible dates** in mind. Sometimes the location / venue of your choice may not be available on your preferred date. It is essential for the success of your workshop / tour not to select a day which falls on or over a statutory holiday as many of your potential attendees may not be available.
- When planning and fixing the date for your workshop / tour, be mindful of other events going on in your city, and if any of these events will potentially pull attendees away from your event.

4. Choose a Venue

- Determine the use of the space / requirements for your workshop - do you need a Theatre Stage, Rehearsal Hall, Classroom, Conference Room, or Lecture Hall?
- Note that the size of **the venue should be adequate for your event and should comfortably fit the expected amount of attendees**. Inspect the considered venue before the event to avoid unpleasant surprises afterwards. Do you need tables? Floor Mats? Movable chairs?
- Consider a few locations and types of facilities to host the event.
- Decide who will responsible to secure the facility/ venue and be the EVENT COORDINATOR.

5. Establish Partnerships / Sponsors

- Consider establishing partnerships / sponsorships with local businesses, theatre groups and other like-minded organizations to help with the successful launching of the event.
- Look to restaurants, caterers, coffee shops, local municipal, hotels, motels, costume shops, etc., for support and / or sponsorship.
- Identify their role when determining key decisions.

6. Prepare a Budget

- Create a reasonable budget for the event. Identify the sources and amounts of potential revenue and expenses. The budget is a very crucial part of the planning process. The objective is to **provide you with a financial limit**. It should be specific, and include revenues (sponsorship, ticket sales) as well as expenses (printing, location, food, supplies, security).

7. Create a Timeline

- Outline all essential decisions / activities in a time sequential order from the point of initial consideration to decision being finalized and decisions being executed. Determine and document who is responsible for each function / task of the event. Communicate the timeline to everyone involved in the planning or fulfillment of the event.

8. Plan the Logistics

- **Program** - Do you require a published event program? If so, determine the order of activities that need to occur at the event, and decide who will create and print the program. Don't forget to thank your sponsors!
- **Equipment** - Identify what, if any, equipment is necessary for the event (I.e. Lighting, Sound Equipment, projector, screen, tables etc.). Evaluate the cost of equipment, try to find a sponsor to assist with the cost or supply it for an ad in your program. Decide who will be responsible for the pick-up and return of the equipment. Make a checklist of all equipment needed and so that you don't forget anything. Test the technical equipment at least 2 hours before the event.
- **Materials** – Does your instructor require materials? If so, what materials are needed? Identify potential sources to purchase the materials, and decide who will be responsible for purchasing, preparing, storing and / or disposal of the materials.
- **Prepare for the Event** - To facilitate entry management and networking at your event you should prepare name badges for your attendees. To avoid long queues at your event, onsite registration and entry management should be well organized and efficient. A printed attendee list is a good way to manage entry.
- **Special Additions** – Take into consideration the following special items (if needed): Food, Music, Decorations, Flowers, Photography / Video, Clean up.

9. Public Relations and Promotion

- Identify the method(s) which will be used to publicize the event.
- Decide who will be responsible for the development of invitations, flyers, press releases, emails, etc., and who will be the contact for public inquiries for the event.
- Determine who will be responsible to disseminate information for the event.
- A good event coordinator defines the potential attendees primarily to target the marketing and promotion efforts to the intended audience. Promotion for your event is all about gaining new attendees and re-activating existing ones. You can achieve this through many different channels:
 - Offline promotion in relevant newspapers and magazines pertinent to your event;



- Invitations for last year attendees;
 - Post event date and ads on your website;
 - Use Facebook and Twitter to advertise the event;
 - Post your event in local event listings, event calendars and relevant blogs and directories;
 - Invite media to cover your event;
 - It is important to publish your event date early.
- Discounts are the perfect instrument to increase sales for your event at an early stage. A very good example is to offer **early bird tickets** because it attracts price sensitive attendees and gives you early cash flow. You can send out invitations with discounts to readers of relevant newspapers, magazines and blogs via email and give loyalty discount to attendees of your last event.
 - You can also give incentives to companies to send multiple attendees to your event. Bundle registration fees and give discounts for every additional person from the same company who will attend your event. When calculating the price for the registration, event planners should already include the discount so that the discount which is offered afterwards is just an incentive for attendees and not a really discount.
 - Keep in mind: publicity is not only important before the event but also during, and after it.

10. After the Event

- After your event you should leave the venue clean and tidy. Send all rented technical equipment back and pay all bills and use your event checklist to make sure not to forget anything. Then you can start to evaluate if your event was a success.
- Compare your budget with the amount of money you actually spent. Do not forget to send Thank you letters to the instructor, sponsors, and attendees.
- If you like you can also upload event photos to your website to stay in contact with your attendees.

Most Importantly – Have Fun and Enjoy your Event!





WORKSHOP / TOUR REQUEST FORM

****PLEASE PRINT CLEARLY****

Zone or Member Club: _____ Zone: _____
(if Member Club)

Address: _____

City _____ Prov: _____ Postal Code _____

Contract Person: _____ Phone: _____ Cell: _____

Email Address: _____

Proposed Time Frame: _____
(Please list your desired date or date range)

Proposed Location of Workshop: _____

Proposed Workshop Venue: _____

Proposed Attendance: _____ Registration: Maximum _____ Minimum _____

List the subject matter you would like to cover (*I.e. Directing for Beginners, Advanced Lighting, Costumes, etc.*):

Instructor Choices: _____
(Please list any desired instructors that you would like us to contact)

Is there any Instructor that you definitely **do not** want back? _____

OFFICE USE ONLY:	
Received: _____	<input type="checkbox"/> Workshop Request Form <input type="checkbox"/> Budget Attached <input type="checkbox"/> TBC Grant Application <input type="checkbox"/> Approved <input type="checkbox"/> Declined
Confirmed Instructor(s) _____	
Confirmed Dates: _____	





WORKSHOP / TOUR BUDGET

Date: _____ Completed By: _____

Zone or Member Club: _____ Zone: _____
(if Member Club)

REVENUE

BUDGET:

ACTUAL:

Registration Fees: \$ _____ \$ _____

Sponsorships: \$ _____ \$ _____

Advertising: \$ _____ \$ _____

TBC Revenue Subsidy (*Grant Request*): \$ _____ \$ _____

In-Kind Goods & Services (Specify¹): \$ _____ \$ _____

o Accommodation: \$ _____ \$ _____

o Workshop Venue(s): \$ _____ \$ _____

Other (Specify²): \$ _____ \$ _____

TOTAL WORKSHOP/ TOUR REVENUE: \$ _____ \$ _____

EXPENSES

BUDGET:

ACTUAL:

Instructor Fees: \$ _____ \$ _____

Travel / Accommodation / Per Diem: \$ _____ \$ _____

Workshop Venue(s): \$ _____ \$ _____

Publicity / Promotions: \$ _____ \$ _____

Advertising: \$ _____ \$ _____

Hospitality: \$ _____ \$ _____

Administration: \$ _____ \$ _____

Other (Specify³): \$ _____ \$ _____

TOTAL WORKSHOP / TOUR EXPENSES: \$ _____ \$ _____

EXCESS / (SHORTFALL) OF REVENUE / EXPENSES: \$ _____

Please estimate volunteer hours _____





Workshop / Tour Budget – Specify Entries:

Use this page to list any specific costs related to either revenue or expenses

Revenue:

¹ In-Kind Goods and Services:

-
-
-
-
-
-
-
-
-

² Other:

-
-
-
-
-
-
-
-
-

Expenses

³ Other:

-
-
-
-
-
-
-
-
-





TBC GRANT REQUEST

Date: _____

Theatre BC Board of Directors
Old Courthouse Cultural Centre
7 Seymour Street West
Kamloops, BC
V2C 1E4

RE: Request for Financial Subsidy – Instructor Workshop / Tour

Dear Board of Directors,

The (Zone or Member Club) _____ hereby makes a formal request for financial subsidy to assist with the costs associated with staging an instructor-led workshop and / or educational tour in our region.

Following the guidelines outlined in the Theatre BC Workshop Planning Toolkit, we have submitted a tentative budget for your perusal, and are asking Theatre BC to provide \$ _____ in the form of a grant to help offset the aforementioned expenses.

We understand that grant money is finite and we will abide by the decision of the Executive Board.

If you need further information or clarification, please contact me at:

(____) _____ - _____ or by email: _____.

Thank you for your consideration.

Sincerely,

(Zone / Member Club Representative)





FINAL WORKSHOP / TOUR REPORT

Title of Course: _____

Instructor(s): _____

Zone: _____ Member Club: _____

Date(s) of Workshop: _____ Total Instructional Hours: _____

Location: _____ Venue: _____

Total Number of Participants: _____

o Number of Theatre BC Members: _____

o Number of Non-Members: _____

Were non-members provided Theatre BC membership with registration? _____

Comments on Workshop Topic(s):

...continued/





APPENDICES:

A. List of Fees

The following are the current TBC rates paid to an instructor for the agreed upon terms in their contract. Fees are to be paid by the Host Zone or Member Club. Per Diem is paid when the instructor arrives, usually in cash. The balance of fees / expenses is paid directly to the instructor upon the conclusion of the event.

1. Instructor Fee: **\$50.00** per instructional hour.
2. Per Diem: **\$35.00** per day.
3. Travel Costs: **\$0.42 / km** if travelling by vehicle. Ferry travel and Airfare are at cost.
4. Accommodation: Room rate is at cost.
5. Workshop Materials: As agreed to in advance, if applicable.

Neither **Theatre BC**, nor the Host **Zone** or **Member Club**, will pay any additional personal expenses incurred by the Instructor.





B. Sample Instructor's Agreement

WORKSHOP INSTRUCTOR AGREEMENT

This Agreement is made between:

British Columbia Drama Association / Theatre BC
(The "Company")
7 Seymour Street West
Kamloops, BC V2C 1E4

-and-

(The "Instructor") who resides at:

BACKGROUND:

INSTRUCTOR WORKSHOP / TOUR (the "Event") is an educational series of seminars for community theatre groups throughout a specific regional zone, or for a member club, within BC. The Company will organize and run the Event in association with its Regional Zones and / or Member Clubs, and the Instructor has agreed to conduct (a) specific course(s) based on the terms of this Agreement.

AGREEMENT:

Definitions and interpretation:

In this Agreement:

- "Agreement" means this agreement (including the Schedule);
- "Effective Date" means the date of execution of this Agreement;
- "Event" means the INSTRUCTOR WORKSHOP / TOUR.
- "Workshop Coordinator" means the Event Coordinator;
- "Host" means the Regional Zone or Member Club that will act as host for the Event;
- "Schedule" means the schedule (course outline) attached to this Agreement;
- "Term" means the term of this Agreement; and
- "Force Majeure" means an event, or a series of related events, that is outside the reasonable control of the party affected (including power failures, industrial disputes, changes to the law, disasters, explosions, fires, floods, riots, terrorist attacks and wars).

Term:

This Agreement will come into force on the Effective Date and will continue until the end of the Event _____ (end date) upon which it will terminate automatically, unless terminated in accordance with this Agreement.





Location:

All "Courses" will take place at the

Course Details:

The Instructor agrees to the following:

- 1. To prepare and conduct the following course(s):
 - a. _____ (See Schedule "A")

On the following dates and times:

- a. Course: _____
- Date: _____
- Times (To / From): _____

- 2. To provide the Company with a current biography and photo for publication purposes. Electronic copy of photo must be high resolution (at least 300dpi) and in JPG or PNG format.
- 3. To identify any required materials in advance of the above dates in consultation with the Event Coordinator.

The Host (on behalf of the Company), agrees to the following:

- 1. Provide payment in the form of an Instructor Fee as outlined below in Payment Details.
- 2. Provide a Per Diem for meals as outlined below in Payment Details.
- 3. Provide accommodation for _____ nights in the designated Hotel(s);
- 4. Provide return travel costs from _____ to _____ as outlined below in payment details;

Payment Details:

- 1. Instructor Fee: Payment in the sum of \$ _____ (plus \$ _____ HST, if applicable) upon the conclusion of the EVENT at the rate of \$50.00 per instructional hour. In the event that (a) session(s) is added to the times listed above, the Host agrees to pay the same \$50.00 per instructional hour rate

Total Instructional Hours: _____

- 2. Per Diem: Payment in the sum of \$ _____ (based on \$30.00 per diem in cash) to cover meals from _____ to _____ inclusive;
- 3. Travel Costs: Payment in the sum of \$ _____ for return travel costs door-to-door, from _____, BC to _____, BC. Total kilometres _____ x \$0.42 = \$ _____.





- 4. Other Travel Costs: Ferries, airfare and other associated costs will be paid at cost by the Host upon agreed terms;
- 5. Payment of course materials as agreed to in advance, if applicable.

THEATRE BC, its **Regional Zones** and / or **Member Clubs**, will not pay any additional personal expenses incurred by the **Instructor**.

Termination of Agreement:

- Either party may terminate this agreement for any reason upon giving 10 days written notice.
- Non-compliance with the terms of this contract without special arrangements with the **Regional Zone** and / or **Member Club** in advance will render this contract null and void.
- In the event of cancellation of the courses listed above, this contract becomes null and void once the **Event Co-ordinator** provides **48 hours notice**.
- If through "Force Majeure" where one or both parties are unable to perform their obligations under the terms of this Agreement; then it shall be considered cancelled and no penalties will be attached to either party.

CONTRACT SIGNATURES

IN WITNESS THEREOF, the parties hereto have executed or approved this AGREEMENT on this _____ day of _____.

Instructor Signature

Theatre BC

Name and Title (*Please Print*)

Name and Title (*Please Print*)

Zone / Member Club Representative

Name and Title (*Please Print*)





C. Sample Instructor Course / Bio Form

INSTRUCTOR WORKSHOP COURSE FORM

Please complete this form and include with it a high-resolution (min. 300dpi) headshot.

Instructor Name: _____

Mailing Address: _____

Email: _____

Phone: _____ Cell: _____ HST # _____

A Brief History of the Instructor: (Specialty areas, Productions, etc.)

INSTRUCTOR NAME: _____

Instructor BIO: _____

Course Title: _____ Course Date and Time: _____

Course description: _____

Type of Venue Required: _____ Equipment Needed: _____

Registrant Min/Max Enrolment- Maximum: _____ Minimum: _____

What Registrants Need to Bring or Wear: _____

What Registrants Need Sent to Them Prior to Course _____

Please submit by _____ to:

Mailing Address: _____

Fax: _____

If you have any questions, _____ can assist you.

Please call: _____ or send an email to: _____





Promoting the Development of Theatre in BC since 1932

D. Theatre BC Contact Information

THEATRE BC – Head Office

The Old Courthouse Cultural Centre

7 Seymour Street West

Kamloops, BC

V2C 1E4

Tel: (778) 471-5620

Toll: (888) 202-2913

Fax: (778) 471-5639

Theatre BC: www.theatrebc.org

Mainstage: www.tbcmainstage.ca

Follow us on Twitter! @Theatre_BC

Find us on Facebook!

Office Hours:

Monday to Friday: 9:00am to 5:00pm

Closed Statutory Holidays

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BRITISH COLUMBIA DRAMA ASSOCIATION

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