



## Checklist for Organizing an SDA Regional Workshop

If you are thinking about inviting a speaker to your meeting, consider the following components to make this event successful.

### Financial Considerations

SDA does not currently provide financial support beyond the small event grants. Look at [SDA Awards and Grants webpage](#) to see if your event qualifies for this support.

### Cost of the Workshop:

To determine the cost of the workshop, all the following costs must be added together and divided by the number of minimum and maximum number of students. This will give you a range from which to start. The final cost should take into account your anticipated attendance as well as what “the market will bear.”

#### Instructor:

- Daily fees
- Per diem (if not local)
- Housing (if not local)
- Transportation (Airline, train, etc.) To and from point of arrival/departure

#### Location Costs:

- Daily rental fee
- Fee for manager/supervisor/assistant helper
- Extra costs incurred in food, office costs or supply costs

#### Publicity Costs:

- Postage or mailing costs
- Copying or flyer costs

**Extra items:** Food or beverage costs of class group

### Selecting the Speaker/Instructor

- Personal acquaintance
- Local artist
- Suggestions by others
- Gallery owner
- Curator
- Editor who can help with writing an artist statement
- Business person who can help with writing a business plan, marketing art
- Framer
- Web designer
- Artist who can lead a critique
- Inspirational speaker
- Photographer - taking your own or working with one

### **Contacting the Speaker/Instructor**

- **Write him/her an email invitation**
- **Describe the task to be addressed**
- Daily fees
- Title or subject of workshop
- Requirements for workshop (such as equipment)
- Time frame (his/her availability)
- Minimum/maximum number of participants
- Materials fee, if any
- Accommodation requests

### **Securing a location**

- **Finding the appropriate space:**
  - Renting a personal studio
  - Renting studio space from an art center or similar venue
  - Personal residence (for smaller events)
  - Joint event w/school, using their facilities
- **Assessing feasibility of space**
  - Daily fees
  - Hours of operation
  - Parking availability
  - Supervision or assistant help
  - Required equipment for workshop

### **Publicity**

- Determine mailing lists
- Selective or open registration
- Use of other groups' advertising outlets, such as newsletters or mailings
- Cost of mailings (Copying, postage, if applicable)

### **Registration**

- Mailing vs. online registration
- Refund/Cancellation Policy
- Determining Holding and Distribution of Funds (see SDA Financial Guidelines)
- Acknowledgement of registration forms

If you have any comments or suggestions for this document, please contact the [Member Resource Team](#).

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