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 SDA President

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