Ontario Presents / Atlantic Presenters Association
CALL FOR EXPRESSIONS OF INTEREST
Webinar Series for Arts Presenting 2016/17
June 2016

Ontario Presents (OP) and the Atlantic Presenters Association (APA) are looking for knowledgeable, experienced practitioners to facilitate webinars covering various topics specific to arts presenting sector.

What is the series?

Ontario Presents (OP) and the Atlantic Presenters Association (APA) launched their "Webinar Series for Arts Presenters" in November 2014, with support from the Department of Canadian Heritage. The series was designed to help **volunteer** and **small-size presenters** access quality professional development.

In 2014/15, approximately 270 people attended the series, in 2015/16 edition, attendance grew to 330 participants, 95% of which attended multiple sessions. A range of 20- 60 arts professionals from across the country participated in each webinar. The recorded webinars generated nearly 700 views (as of May 2016).

The topics were chosen based on responses collected from the networks' past professional development workshops and webinars. The series covered various aspects of presenting, from programming and contract negotiation to budgeting for shows, sponsorship and strategic

planning. Participants also learned how to find an audience, recruit and retain volunteers, attract youth and improve engagement by using social media.

Designing 2016/17 Series: Webinar Series as Online Learning Modules

In the 2016-17 series, we would like to present 4 modules, including up to 4 webinars per module focusing on specific topics within each subject. Note, these suggested topics are merely a guide; it is not necessary for facilitators to cover all topics listed within each module in their presentations. We would prefer the sessions be thorough and specific rather than broad reaching.

Based on the participants' feedback, we selected the following modules/topics:

1. Digital Marketing - Workshop Style Webinars: Webinars may explore main social media platforms, such as Twitter, Facebook, and e-communications with patrons (i.e e-blasts, eNews) Covering each platform in depth and their integrative use with practical tools and examples.

2. Diversity and Inclusivity in Presenting: Webinars could include a discussion of the topic in relation to audience demographics, programming, marketing, volunteers, outreach and communications to develop a more inclusive environment and diverse audience/organizational base. Other ideas suggested in the participant feedback surveys include: Promoting cultural diversity in all aspects of the organization (staff, board, programming, audiences) and forming intercultural connections; working with multiculturalism, diversity, inclusivity; diversity & sensitivity in the workplace; inclusivity and sensitivity training; dealing with staff and patrons with mental health issues; accessibility and inclusive spaces- specifically looking at how to change current practices to include all abilities/ disabilities and genders.

3. Financial Management: Building on financial management webinars presented in previous year, it was shown in the survey responses that there is still a need and desire for a further look into the many aspects of financial management, from finding money to managing it.

Topics may include: sponsorship, fundraising, budgeting; how to keep track of projected expenses and revenue; applying for grants; how to incorporate not-for-profit, how to find where to apply and who funds your projects, how to advocate for more grant money.

4. Festival Presenting: A look into all aspects of Festival management, including event insurance, emergency planning, volunteer management, festival greening.

Expectations

As we develop the 2016/17 edition, we are looking for different experts to help us design and facilitate webinar sessions covering a variety of topics relevant to the arts presenting field. To ensure consistency and flow, each module will include up to 4 one-hour webinars on proposed topics and will be developed and presented by the same facilitator.

Please note, these webinars are geared toward small budget, volunteer presenters with minimal staff, who are new to the field of presenting or their role and want to learn the basics or refine their skills.

To ensure an in-depth exploration of each area, the modules may be supplemented with one or more of the following, depending on the topics and facilitator:

- Pre-webinar survey to ensure customization of each session
- Optional additional readings and materials;
- Best practices, guest speakers;
- Post webinar: In addition to the recorded session, presenters will be asked to provide a point form summary, listing key points, in the form of blog articles on each topic, as well as other resources relevant to the subject.

Deliverables

The successful facilitator will:

- Design the entire module of up to 4 one-hour webinars (about 45-minute session, plus 15 minutes Q&A) complete with slide deck presentation of each session including any relevant appendices, materials or links
- Work with APA/OP to coordinate suitable dates for delivery of said webinar/s
- Provide content for webinar/s promotion (session description, presenter bio and photo)
- Provide the webinar slideshow (and any additional materials, such as files or questions for a quick polls) one week in advance of the live broadcast to be uploaded onto the webinar platform.
- Work with APA/OP on tailoring and coordinating proposed module to specific audience (using pre-webinar survey, interviews, focus groups, case studies, search for co-presenters)
- Present the webinars on the scheduled time/date.
- Post webinar: provide a point form summary, listing key points, in the form of blog articles on each topic, as well as other resources relevant to the subject, so the learnings can be shared with non-participants, and referred to after the fact by webinar participants.
- Allow the archived webinar/s and related materials to be shared through email and on the websites of the Atlantic Presenters Association and Ontario Presents (**Intellectual Property:** we propose that you, as developer of the content, own the content, but that APA and OP and its fellow partners may use it under the following Creative Commons license guidelines: ***Attribution-NonCommercial-NoDerivs CC BY-NC-ND*** *This license allows others to download your works and share them with others as long as they credit you, but they can't change them in any way or use them commercially)*

APA/OP will:

- Promote the webinar/s to their constituencies
- Provide webinar software (Adobe Connect) and co-ordinate webinar logistics

- Work with facilitator on tailoring the webinar/s to specific audience (using pre-webinar survey, focus groups, case studies, search for co-presenters)
- Arrange a time for the facilitator to "test run" the software and presentation in advance of the live broadcast.
- Assist in webinar delivery and feedback survey

Timeframe

The proposals must be received no later than July 15, 2016. We are aiming to start the series in late October 2016, ending in May 2017.

Budget

We have a budget for webinar leaders. Session facilitators will receive a stipend/honorarium relevant to the preparation and delivery of a series, up to $2,000 per module.

Submission of Proposal

Please submit a 1-2 page description of your proposed webinars, including preferred module and specific topic within it, how it will be supplemented to enhance learning experience and your fee. Please also include information about yourself, your experience in the arts and culture and how you can make your webinars relevant to arts presenting.

Email to Mila mila@ontariopresents.ca and Jennifer jennifer@atlanticpresenters.ca with the subject heading: APA/OP Webinar submission.

Your proposal must be received no later than **July 15, 2016**.