



Tips for hiring a Zoom workshop instructor or lecturer

Do Your Research!

- Read their website: it is a good indication of their technical skills and the style of work they do.
- Look carefully at their classes and review the descriptions to make sure they are a good fit for your guild.

Making First Contact

If you choose to reach out to the teacher, here are some guidelines for the type of information to include in your email to help facilitate the process.

Give them clear information about your guild:

- The name of your guild
- How many members you have
- What time zone your guild is in
- Include a link to your guild's website

Give them clear information about you:

- Your name and position in the guild
- Tell them how you found them

General things to include in your email:

- Tell them what workshops or lectures you're interested in.
- Ask for a time to call and chat.
- Ask for pricing if they do not include it on their website, or if you wish to confirm it.

Subsequent Contacts

- A phone call to quickly gather and clarify information can be very useful if you wish to go forward.
- Please let the teacher know quickly if you choose not to hire them, or if you need more time to talk with your guild board.
- Ask for all advertising materials, website links, W-9's etc. as soon as the contract is signed.



- Email the teacher one month ahead of time and one week ahead to confirm all dates, times, and details. Clarify and share the zoom links that will be used for each event.

Vet the teacher by asking some questions

By asking some questions before you decide to hire a teacher you can gain some insight on how comfortable they are on Zoom and with technology to ensure they are prepared to teach virtually and provide a pleasant Zoom experience for your guild.

- How is your internet speed? Are you using wifi or ethernet connection?
- How many cameras do you use during the workshop?
- How many zoom classes have you taught?
- How do you present a lecture? Powerpoint slides or holding up quilts in front of a camera?
- Do you use pre-recorded content for demos?
- Do you stay in the Zoom room the whole time?
- Do you give students access to any online content (pre-recorded videos, project support etc) outside of the live zoom workshop - and for how long after the class?
- Do you have a reference I can contact, someone you have taught virtually for recently?

Things to consider:

- Are you willing to change your meeting time to accommodate the teacher's time zone?
- Are you flexible with workshop format - many classes work best broken into two days.
- Consider letting your lecturer go first before your business meeting, especially if they are in a time zone east of yours.
- Ask if the teacher is able to take individual student payments for workshops. Many teachers are able to set up online courses in addition to their zoom class just for your guild, and take individual payments from students so that you don't have to dip into guild coffers. Work as hard as you can for them to fill the class and don't ask for this option unless you think you can fill the class at least $\frac{2}{3}$ full. The teacher will set the price per student.
- Consider letting the guest speaker present first before your business meeting or show and tell. This can be especially helpful when the speaker is located on the East Coast.



- If you're having a teacher for a workshop, ask if they want to "pop in" a month or two early to give a 3-5 minute talk about what their workshop is all about. This will help you get people to sign up easier.

Contract Clarity

Once you have made the decision to hire a teacher make sure that all the details are clearly stated in the contract. Here are a few key items that we recommend asking and including:

- Whose zoom account will be used for the class and/or lecture?
Keep in mind that most teachers are amenable to the guild hosting the lecture but in the case of workshops teachers prefer to use their own account so they have full control over the Zoom meeting room.
- Does the teacher need a moderator? Will the guild provide it or will the teacher?
- Are you inviting the public or another guild to the lecture or workshop? What is the teachers policy on this? Do they have a seat limit for lectures?
- What is the teachers payment schedule and method requirements?
- What time zone is the guild meeting in?
- Are recordings allowed?
- For workshops: ask about kits - are they required, who will take payments, how soon must they be ordered, will they be shipped to each student or a guild rep?

Funding your workshops and lectures

- Small guilds can have meetings together to share the cost of speakers. Be sure to check with the speaker as they may have a policy on this.
- If teachers are outside your budget, try sharing with another guild to open to more people and cut costs for both of you.