

# Getting *Creative*

Adding the arts and artists  
to your next event





he arts can add exciting new dimensions to any event. The visual, performing, literary and media arts have the power to inspire, challenge and amuse your audience. Take your next event from ordinary to the extraordinary. All it takes is a little imagination and some artistic flare.

This guidebook will inspire you to include an artistic element in your next conference, meeting or community event. It also offers some practical advice and contact information to support you through the process.

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# Before You Begin

## Understanding the Arts

Art is the expression of inspiration and imagination, from individual to collective, from grassroots to professional, and institutional. Art reflects our culture, embraces our past, provides a window to our future to examine ourselves and our experiences, and transmits humanity's knowledge of the world. (*SaskCulture Cultural Policy*)

## Saskatchewan's Rich Cultural Diversity

Saskatchewan is home to many cultures. First Nations, including Cree, Saultaux, Dene, Assiniboine and Sioux, and Métis cultures are a rich part of the Saskatchewan identity as are the many cultural groups that have settled in the province from other lands. Each offers unique visual, performing, literary and oral traditions that will add depth to your event.



## Benefits of the Arts

By encouraging citizens to express themselves, the arts can help revitalize communities and provide a sense of identity, cohesion, pride, responsibility and power. (*Arts and Community: A Discussion Paper, Canada Conference of the Arts, 1999*)

The majority of Canadian arts patrons, 18 years and older, agree strongly that local arts activities and performances help make their community more lively and vibrant. (*Ipsos-Reid and The Council for Business and the Arts Canada, 2001*)

The arts enhance skills such as problem solving, creativity, self-discipline, critical thinking, recognition and respect for difference, understanding of the self and others, and communicative abilities... Artistic experiences also consolidate skills in organizing and teamwork. (*Canadian Conference of the Arts, 1999*)

The arts and the humanities provide individuals with different ways to process cognitive information, develop skills, and express and organize knowledge. Each arts and humanities discipline has its own distinct symbol system, whether it's non-verbal, as with music or dance, or uses language in a particular way, as with creative writing or oral history. Exposure to these alternative systems of symbols engages the mind, requiring analysis, synthesis, evaluation and application. (*President's Committee on the Arts and the Humanities, 1999*)

## Know Your Audience

Be sure to take into account the interests of your target audience, reflect on the nature of your event, and then decide which type of performance or presentation would be appropriate. Who are the people who will be at your event – what age group, gender, special interests and cultural backgrounds?

## Reinforce Your Theme

Conference and event themes can be highlighted through the arts. Use visual, performing and literary arts to deliver central messages, introduce new ideas and bring attention to your overall theme.

**Getting Creative: adding the arts and artists to your next event** is produced by SaskCulture Inc. SaskCulture is a community-run, volunteer-driven organization, working with our members and other community partners to build a culturally-vibrant province, where all citizens can celebrate, value and participate in a rich, cultural life.

SaskCulture compiled and prepared this publication to promote increased participation in cultural activity in Saskatchewan. Ideas and activities included in this book are just examples of the diversity of options available and should not limit the creativity of the people of Saskatchewan. If you have any questions about the information provided, please contact SaskCulture at (306) 780-9284 or email: [saskculture.info@saskculture.sk.ca](mailto:saskculture.info@saskculture.sk.ca) ©2006

# Visual Arts

In addition to providing an aesthetically-pleasing environment, visual arts can also provide valuable insights and contribute to your event's message.

The term "visual arts" includes painting, drawing, design, sculpture, printmaking, crafts, textile art, photography, film and new media. There are many ways to incorporate each of them into an event so don't be limited in your creative planning.

## Art Exhibitions

Displaying art work at your event venue not only adds excitement to your surroundings, it can also provide a focus for discussion. Choosing art that relates to the subject matter of your event and displaying it, or projecting it, in your coffee or reception room can stimulate conversation and be used as an icebreaker for your delegates.

### Ideas:

- Paintings or photographs portraying the diversity of Saskatchewan landscapes will personalize the venue for your delegates.
- Create an icebreaker by having delegates gather around the artwork that most closely resembles their own landscape.
- Art work can tell a story about the city where your conference is taking place, the heritage of the area or the topic of your event, be it sporting, business or educational.

## Craft Sales

Fine crafts are hand-made, unique items with inherent artistic qualities. Crafts can be made from pottery, glass, woodwork, fiber, metal, paper and other natural and manufactured products.

Craft Sales are wonderful additions to both indoor and outdoor events; adding an entirely new component to your event for a relatively small cost. Expand the viewers' horizons and create a unique shopping venue by incorporating a variety of craft mediums.

The quality of the items for sale can range from amateur to professional. Participating artisans usually pay a booth fee to the organizer and recoup the fee from sales revenue at the event.



## Silent Auctions

A Silent Auction is a great way to animate your event. Audience members place their bid for the individual works of art displayed at the venue. Excitement mounts as the bidding draws to conclusion with participants trying to out-bid their rivals and take home a coveted piece of art.

Some organizations host silent auctions to raise funds for a worthy cause. Artists and artisans either donate their art or set a minimum price they are willing to accept.

**Noteworthy:** Artists and artisans are frequently approached to donate their work to many worthy causes. If they choose to participate, they will require a tax receipt to record the transaction. However, they may be reluctant to donate because they can not afford to lose the income they would receive from selling the piece. As the organizer, it is your responsibility to fairly compensate the producers that are making your silent auction possible.

***The arts will involve and engage; create lasting memories for your audience, guests, members and staff.***

## Commissioning/Sponsoring an Artwork

Art work is always an appropriate gift for special guests and delegates. A painting, award, photograph, or craft piece made by a Saskatchewan artist or artisan will remind your guests of the wonderful event they attended and encourage them to visit Saskatchewan again.

# Visual Arts

## **Ideas:**

- A small piece of pottery designed specifically for your event and incorporating your logo or corporate colours is an excellent and practical keep-sake for your delegates to take home.
- Rather than purchasing mass produced awards manufactured in other provinces or countries, you can commission a Saskatchewan artist to create an award unique to your organization, business or community.
- A gift of Saskatchewan art is an excellent way to say thank you to special guests or featured speakers. You are also helping to stimulate the Saskatchewan economy by supporting local artists.

## **Artist Talks**

Having an artist discuss how their work and ideologies relate to a particular theme can be a wonderful way to tie your event together. Not only will your participants increase their understanding of the world of art, they will also learn how the concepts relate to their own lives and interests.

## **Ideas:**

- The theme for your annual convention is *Technological Innovations in an Evolving Society*. Artists who incorporate a similar theme into their artworks (technology and society, the art of technology, etc.) could offer insights connected to their work and enrich the overall convention experience.
- Connections between viewer and artist can also be found in the subject, medium, product, function, design, and style of an artist's work. Talk with artists and curators to explore significant aspects of the art that may relate to your theme.

***Art has the power to engage audience members through visual stimulation.***

## **Artist Tours and Workshops**

### **Ideas:**

Artist workshops, demonstrations and tours provide a firsthand perspective from the artist.

### **Gallery Tour**

Book a private tour for delegates or their spouses. The artist or gallery staff usually describes processes, themes, and ideas behind the artwork.



### **Studio Tour**

Some artists conduct private studio tours to educate others about their process and work and provide an opportunity to view works-in-progress. These tours and demonstrations are either booked through a local art gallery or through the artist.

### **Workshops**

Artist-led workshops are often available through art galleries, arts councils or individual artists. Workshops range from introductory techniques to advanced theory and techniques and can be tailored for children, youth or adults.

### **Art Exhibition/Gallery Programs**

Art galleries will occasionally partner with an event to stage an exhibition dedicated to a specific topic. You will need to plan well in advance to fit into the gallery schedule. Check with your art gallery to explore the possibilities.

### **Meeting and Reception Facilities**

Hold your event in an art gallery; many rent gallery rooms for private functions.

## **Finding a Visual Artist**

- Ask at a local or regional art gallery.
- Many arts organizations provide information on their web sites and can refer you to artists. Check out SaskCulture's Web site for links.
- Performing, screening and presentation fees vary amongst artists and set-fees have been established in some disciplines. See page 10 for more information.

# Performing Arts

The performing arts include drama, music and dance. They may be classical, traditional or modern, formal or informal. Some are rehearsed to the finest of details and others are free flowing such as improvisational theatre or jazz music. The performers can work solo, in groups and in large ensembles. Countless specialties reflect cultural heritage, target audiences such as children and youth, and a range of emotions from comedy to tragedy. Saskatchewan's wealth of performing artists reflect all of the above.

## Dance: a great way to interact

Dance can tell a story, evoke an emotion, and awaken the senses. Dancing is a moving experience, aesthetically pleasing, and, whether you are part of the audience or part of the dance, it's guaranteed to lift your spirits.

Most cultures have developed a unique style of dancing; jigging, ballet, folk, salsa and round dancing all have their roots in cultural expression. Modern culture has evolved these traditional dance forms to express current cultural realities; hip hop, modern and jazz are rooted in the past and embraced by today's youth. So, no matter what the central theme of your event is, dance is an excellent and fun way to promote all types of cultural diversity.

***Putting dance on the agenda will add new dimensions to your event and, just like the other elements of your event, there will be costs involved and details to attend to. The end result is a moving experience and well worth the effort.***

## Dance Events & Performances

### Ideas:

- Contract a dance troupe to perform a formal, staged show.
- Hire dancers to perform dance vignettes in the lobby or rotunda. It will provide a focal point for delegates as they arrive.
- Dancers can lead your delegates to their next session or venue and transform a short walk into a cultural experience.
- Honour special guests with dances representing their culture.
- Ethno-cultural dancers not only represent their heritage through traditional dances, they also showcase heritage clothing.
- Dancers may also be educators. Invite a dancer to speak about their specialty or physical exercise.
- Dance can be used to introduce cultural values or explore world cultures. Dance leaders are well-versed in the history of their art form.

- Dancers will brighten up your stage during opening or closing ceremonies.

## Audience Participation

Dancing is good for the mind, body and spirit and helps to build cultural understanding and appreciation. Get your audience moving and relating to each other. It's a great way to add energy to an event.

### Ideas:

- Engage a First Nations dancer to lead a Round Dance or a Métis jigger to teach audience members a simple dance. It is an excellent way to get your delegates moving and serves as an icebreaker.
- Other forms of dance – line dancing, square dancing, modern, jazz and hip hop will each bring their own particular flavour and values to your event.
- Dancing provides many health benefits. Early morning movement workshops will energize delegates. Offer a dance session as an option along with a nature stroll so that there is something for everyone or engage a dancer to lead some mid-morning stretches between workshops.
- Wrap up the day's activities with a lesson in ballroom, jive, square or round dancing. Dancing is a great mixer.

## Finding Dance Performers

- The best way to find a dancer is to contact the provincial dance organization Dance Saskatchewan.
- Multicultural and ethno-cultural organizations can put you in contact with dancers from specific cultures.
- First Nations and Métis organizations will connect you to dancers from their communities.
- Talk to other event planners and event goers for recommendations.

***Let your imagination wander! Talk to dancers in your community – they're very creative thinkers and can help you explore ways to include the art of dance into your next event.***

# Performing Arts

## Music Brings Events to Life

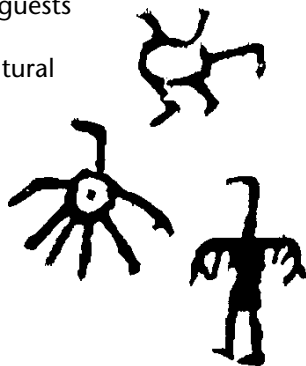
Music is a powerful form of expression that adds new dimension to any event and provides a focus for your social occasions. No matter what the theme of your event is, musical elements can strengthen and highlight your messages. Options to incorporate music into your event are virtually endless. Music is performed by bands, orchestras, choral ensembles and individuals. Styles range from classical to hip hop, ethnic to contemporary, and traditional to new age. Explore the possibilities. Make sure your musical presentation hits the right note.

***Music can be used either as a performance or a participatory activity at your event. Music can tell a story, evoke an emotion, and awaken the senses.***

## Musical Performance

### Ideas:

- Background music at receptions, dinner and coffee breaks can create atmosphere or provide a focus to the event. Consider the different types of music and be sure to choose Saskatchewan performers or recordings.
- Use music to accompany official ceremonies. i.e. piping in dignitaries.
- Hire a drummer or fiddler to mark the beginning and end of coffee breaks and conference sessions.
- Honour your special guests with a performance highlighting their cultural roots.
- Use music as an educational tool; music has the power to inform, enlighten and tell stories.



- Treat delegates' family members to a performance by a children's entertainer.

### Participation:

- From sing-a-longs to drum circles, music encourages audience members to interact and communicate with each other.
- Music gets people moving. Whether they are tapping their toes, clicking their fingers, or singing along, music will make them more alert at the next session.
- Hire a musician to compose an inspirational team song and launch it at your event.



## Finding Musicians

The Saskatchewan Recording Industry Association (SaskMusic) and the Organization of Saskatchewan Arts Councils (OSAC) have contact lists for performers on their Web sites. Ask them or other event planners for references.

### When you find an artist that you think may be compatible with your event, make sure you:

#### • Get a sample copy of music

If possible, try to check out a live performance or ask for a sample of their music. Digital files such as mp3's are a quick way to obtain a copy.

#### • Get References

If you are unable to see a live performance, it's a good idea to ask for references. Venue operators, other musicians, and fellow event operators can be helpful when determining if a musician is right for your event.

#### Noteworthy

SOCAN represents the people who create music. See page 10 for details on presenting music at your event.

# Performing Arts

## Theatre Adds a Dramatic Touch

Theatrical performances engage the mind, stimulate thought and can provide a focal point for your event theme. Make yours a dramatic event.

### Ideas:

- Theatrical performances are staged in many ways – the traditional performance, improvisational theatre, comedy, tragedy, even puppets! Explore theatre resources in your community and determine the best fit for your next event.
- Actors are wonderful event hosts for your event and can bring drama or comedy to the podium.
- Sometimes words are just not enough. Rather than a speech or lecture, employ actors to deliver the same message with dramatic flair.
- Trying to make a point? Comedians can often make it stronger, easier to swallow, or deliver it in a humorous way.
- Sum up your conference proceedings with help from a small theatre troupe. It won't be your typical linear summary of the proceedings but it could be a memorable way to emphasize important messages.
- Role-playing is a great way to inspire your delegates to think outside-the-box. Hire an actor or director to develop interactive role-playing activities for one of your sessions.
- Improvisation actors can tailor a performance specifically for your audience. You provide the topic and some insider information and they will create a memorable, and hilarious, experience for your delegates.
- Storytelling is one of the oldest forms of theatre. Employ a storyteller to transport your audience to the land of make-believe, to far away countries, or to times-gone-by.
- Stage a historical re-enactment of your organization's birth, the history of your community, an event significant to your delegates, or a discovery relevant to your business. It could be a drama, a comedy or a tragedy, depending on the message you are trying to get across.
- If your event is attracting families, make sure that there are activities for children. Puppet shows, make believe, and improvisation are great ways to keep the young and young-at-heart amused.

- Dinner theatre is a popular activity in communities throughout Saskatchewan. Usually, the troupe or company presents two or three performances and attracts their audience from surrounding communities. They may consider staging a separate performance just for your event or can reserve a block of seats for your delegates.

***There are many ways to incorporate dramatic elements into your conference or event. Use your imagination. Better still, brainstorm with local actors and get their imaginations working for you.***

## Finding a Performer

- Check out live performances and Web sites.
- University and high school theatre educators are great contacts.
- Check out the contacts section at the back of this booklet. Most cultural organizations will gladly connect you with their affiliated artists.

### ***Once you have located a promising act:***

- Review your budget; fees and expenses vary according to art form and accomplishments of individual artists.
- Obtain a sample video of their performance.
- Ask for references. Venue operators, other performers, arts and cultural organizations and fellow event operators can be helpful when determining if a performer is right for your event.
- When discussing a potential booking with an artist; find out if they require a specific type of venue. This will help you to understand the type of sound, lighting and stage requirements the artists may need. See page 8 for details.



# Literary Arts

Saskatchewan could well have the highest per capita number of authors in the country, offering you endless choices to include the literary arts in your event. A reading is to a book what a live concert is to a CD. There's nothing quite like the personal contact and energy of a live reading. The Saskatchewan Writers Guild arranges reading tours throughout the province for both well-known and emerging writers. Consider the possibilities...



## Author Readings

Saskatchewan authors have written about most things in the land under the living skies. Whatever the theme or topic of your event, you can probably find an author who has written about it in a fiction, non-fiction or poetry publications.

### Ideas:

- You can incorporate short readings about the topic being covered into your information session.
- Author readings can reinforce the event messages or offer a different point-of-view.
- If you have out-of-town guests attending your event, an author reading about the land or culture of your area could be a great introduction and welcome for your guests and inspiration to tour the area.
- Most authors research their topics very carefully and can become somewhat of an expert in a particular field. Combine this expertise with excerpts from their book and you have a perfect moderator for an event session.
- In 2000, Saskatchewan became the first province to designate an official Poet Laureate. Contact the Saskatchewan Writers Guild to arrange for a reading at your event.

## Book Displays

Display a selection of Saskatchewan books connected to your event topics. It's a great way to help your delegates continue their learning after the event is over. Contact the Saskatchewan Publishers Group for tips and suggestions.

## Quotes

A quote from a Saskatchewan book could be just the inspiration you want to pass along to your delegates and guests. Use the quote in a speech or print it in your conference brochure. Make sure you don't violate copyright legislation – find out more on page 10.

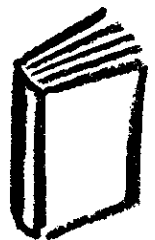
## Book Gifts

Books by Saskatchewan authors make great gifts for speakers and guests. Choose from great titles in fiction, poetry and non-fiction – a Saskatchewan author has probably written something relating to your event, be it cultural, sporting, business, current events or environmental.

## Writing Workshops

Writing workshops will help get your delegates' creativity flowing.

- Hire a creative writer to plan a workshop specific to your needs.
- Journaling and diaries help people organize their thoughts. A writer can help your delegates understand the process and inspire budding authors.
- Blogs are the fastest growing form of electronic communications. Hire a writer to explain the process and get your group blogging.



## Finding a Writer

The Saskatchewan Writers Guild and Saskatchewan Publishers Group can help you find writers, poets and published works. They can also guide you in your selection and suggest appropriate compensation.

# Media Arts

## Film, video and new media screenings

Film, video and new media artists have created a wealth of Saskatchewan inspired works. These art forms incorporate visuals, movement and sound. Dramatic or documentary, films will entertain and inform your delegates; video installations will challenge the audience's perceptions; and interactive technology will open the doors to the future.

### Ideas:

- Hold a Saskatchewan film night and invite the filmmakers to speak about their work.
- Hire a new media artist to edit video clips, photographs and sound bites from your organization and create a fun year-in-review for your next annual general meeting.

- Look for Saskatchewan productions that speak directly to your topic or theme. They can inform and educate as well as set the tone for discussions.
- Artists that work in the area of film, graphic design, digital photography and new media can share the impact of technology on their work and inspire your audience to be more creative in their discipline.
- Create a focal point in your venue with a multi-media installation.

### Finding a new media artist

- The Saskatchewan Motion Picture Association will connect you with media artists, production companies and film, video and new media organizations in Saskatchewan.

# The Venue Checklist

Venue considerations include staging facilities, sound/acoustics, lighting, flooring, and backstage areas.

Check with the artist; technical requirements vary amongst art forms and artists.

## Staging Facilities

Staging requirements vary from performer to performer and art form to art form. Some require a stage with specific features and dimensions, whereas others can adapt to an allocated space.

Some venues have a permanent stage, while others may require you to set up a portable stage. When discussing a possible booking with a performer, be sure to ask them to specify their needs before you book the venue.

Displaying visual arts requires attention to details such as sightlines, lighting, security and credits. Consult with the artist to achieve the best showing.

## Sound

An important aspect of any performance is the sound. Acoustic, jazz, choral, symphony, and live electrical music all require different sonic equipment. In theatre and dance, sound may be used to tell the story or to create a mood. Storytellers and authors need to be heard.

Consult the artists; they know the technical elements required to ensure a successful performance or presentation. Some artists may not require any sound equipment, while others may require a CD player, microphones, sound boards or specialized equipment.

Once you have established what is needed, talk to the venue operator. Do they have sufficient electrical accommodations? Are PA systems and soundboards available? Do they have an audience capacity that is realistic for your event?

Make sure there is a qualified person to maintain the sound during rehearsal and performance times. In some cases, the artist or venue may have a technician available. Equipment and technicians can also be arranged through rental businesses found in the yellow pages under *Sound Systems & Equipment*.

# The Venue Checklist

Beware of background noises; air conditioning, cappuccino makers and conversation areas may interfere with the sound. Arrange and control your venue accordingly.

## Lighting

Depending on the performance or presentation, lighting can be a key technical element. Art work needs to be properly lit to be appreciated. Some stage performers may have elaborate lighting designs to accompany their show. Also, keep in mind that performances using sheet music often require on-stage lighting. On the other hand, a film screening or video projections will require a dark room. The event planner should clarify any custom lighting requirements that need to be arranged.

Depending on the venue, lighting may already be available. If not, establish who is responsible and hire a technical/lighting person.

## Flooring

Performers, particularly dancers, can't be worrying about slipping on a dirty or over-polished floor or landing on an improper surface that could cause injuries. Special dance flooring offers a comfortable support for the dancers and is less likely to cause injuries than regular flooring. While many venues do have proper flooring, you can also rent dance surfaces from Dance Saskatchewan.

## Atmosphere

The atmosphere should neither be too warm nor too cold. You want your performers to be comfortable. If you are booking a dance performance, remember that the body is their instrument; it does not function as well in extreme conditions. Sweating actors, panting musicians and shivering actors do not deliver their best performances.

If displaying art, be sure the atmosphere will not be damaging to the artwork. All decorative art in the vicinity should be removed so it doesn't distract from or compete with the art work.

## Backstage Area & Dressing Rooms

Many performers prefer venues that have proper dressing rooms and backstage facilities. Public areas are not appropriate for changing and warm-up exercises. Be sure to check with the venue about backstage facilities before booking. Make sure that there is a secure storage area for all equipment, costumes and personal items.

## Workshop Facilities

When offering a craft or art workshop make sure that there are proper working surfaces that are protected from paint spills and scratches. Access to sinks and cleaning materials may be required. The artist or craftsperson will be knowledgeable about equipment and facility requirements.

## Venue Rules & Regulations

Before booking a venue, it is important to understand its rules and regulations to avoid complications on the day of the event. For example, some venues may be located in neighborhoods or communities where noise policies are in effect. Check with your municipality to make sure your event does not conflict with local by-laws.

If you are planning an all-ages event, be sure that you are not booking a venue that does not permit minors. If you want to serve alcohol, check with the venue and, if necessary, get a license from Saskatchewan Liquor and Gaming Authority.



# Fees & Compensation

Fees ultimately depend upon the type of performance or services being presented and/or the individual artist. Performers, presenters and educators usually have established fees for their service. If the performers are members of a union, such as ACTRA or Equity, preset fees are already established. According to the artistic discipline, standards are set by various national bodies or the artists themselves.

Artists invest time, money and energy into their careers and rely on the income derived from their art to support themselves. Depending on the art form and the artist, the investment includes education, supplies, musical instruments, costumes, props, rehearsal time, and years of honing their skills.

In respect of cultural protocol, it may be appropriate to present tobacco or blanket offerings to First Nations and Métis artists in addition to their fee. Inquire with the artists or one of the contact organizations listed on page 12.

In some instances you may choose to engage an amateur or children's group. Amateur groups often request an honourarium to help cover costs for their practice hall, instruments, costumes, travel and organizational expenses.

Whether you choose a professional or an amateur, you should be aware of the costs so you can budget accordingly. In addition to the fee or honorarium, you will have to factor in the sound equipment and lighting requirements, travel and accommodation costs, and any union or royalty fees if required.

When negotiating fees and other financial considerations, artists may propose:

- A flat fee established when a set amount is agreed upon.
- A cut of the ticket and door sales, based on a percentage of total ticket sales.
- A flat fee and a cut of the door and ticket sales.
- The opportunity to sell merchandise such as CDs, t-shirts, stickers, etc. Agreement must be reached between event planner and performer as to the appropriateness of a merchandise sales space and a person to sell the merchandise. Occasionally, when a merchandise area is set up, an event planner will negotiate with the performer for a cut of the sales.
- See Rider Requirement on page 11 for accommodation, per diem and travel expenses.

## **COPYRIGHT/SOCAN/GST**

### **Society of Composers, Authors and Music Publishers of Canada (SOCAN)**

SOCAN is a member-owned collective representing the people who create the music that is such an important part of our lives. It sells access to virtually the world's entire repertoire of copyright-protected music. This includes receptions, conventions, on radio, at retail stores and fitness clubs, and even music on the telephone. SOCAN collects the fees and distributes the monies to those who earned them. Payment of these fees is mandatory under the Canadian Copyright Act. Most venues, such as hotels, will already have a SOCAN license, and fees can often be registered and paid to the venue on top of regular service and rental rates. If not, you can either apply for online at [www.socan.ca](http://www.socan.ca) or contact their offices.

### **CARFAC Saskatchewan**

For guidelines and advice contact Canadian Artists Representation/le Front des artistes canadiens (CARFAC) SASK when planning for a visual artist at your event.

### **Copyright**

Permission must be given by the performer before any photograph, sound or video documentation is recorded. If you want to publicly display any photographs, sound or video documentation of a participating musician's performance or lyrics, permission must be obtained and SOCAN fees may apply.

Do not violate Canadian copyright laws. Obtain permissions and give credit where credit is due. Find out more at <http://www.faircopyright.ca/understandingcr.html#basicconcepts>. If you are having a play performed at your event, ensure that the theatre company is paying royalty fees. The rights for most plays and musicals are held by publishing houses.

### **Ticket Sales & GST**

By law, you are required to pay GST on the tickets that you have sold. If the group that you are planning the event for does not have a GST number, or if you have any questions, you can contact the Canada Revenue Association. Documents, forms, and contact information can be found online at <http://www.cra-arc.gc.ca/menu-e.html>.

# Negotiations

## The Process of Negotiation: Who Does What?

When working with an artist or artistic company, issues such as pay, insurance, and the obligations of both parties must be negotiated before an agreement is made. These negotiations are instrumental in ensuring that your event runs smoothly. While not all of the items listed below are relevant to all art forms, they give you a framework to begin discussion and negotiations.

- Who will be supplying props, costuming, equipment, etc.
- Loading, unloading and set-up of equipment
- Arrival times
- Location of the event
- Rehearsal/sound and lighting check – times and spaces
- Time of performance
- Length of performance
- Sound requirements
- Lighting requirements
- Stage requirements
- Flooring requirements
- Order of performances (if more than one act is performing)
- Amount, timing and method of payment
- Any additional requirements and responsibilities
- Merchandise sales area
- Discounts for booking multiple performances or purchasing large quantities of crafts or books.

When considering this list of items, there are some items that an event planner should be sure not to miss.

### Insurance

Usually equipment will already be insured. Be sure that you confirm with both the venue and performers the extent of their own insurance coverage and notify them of yours. An agreement must be made between event planner and performer involving who will pay the insurance, the amount to be insured, and which party will pay the deductible if the need arises.

### Rider requirements

A rider is a list of what the artist requires to present or to make an appearance. It may include

everything from facilities to the type of travel and sleeping accommodations that they require. Typically, when an event planner asks a presenter to participate in their event, compensation is provided for meals, accommodation and travel. Travel can range from covering their mileage expenses to gas compensation and could also include expenses such as taxicab and airfare.

### Exact Dates & Times

It is important that the contract includes the responsibilities of each party, accompanied by the exact times and dates by which each responsibility is to be fulfilled. This will ensure that both parties are of the same understanding and the event can run smoothly.

### The importance of a contract

Once agreement has been made on all issues of importance, a contract must be drafted. It can be in the form of a letter or a legally drafted formal contract. The written agreement should include all topics covered in negotiation, as well as the information listed below. By having the agreement in writing, disputes or misunderstandings can be clarified with ease.

Each year, Canadian Artists Representation/le Front des artistes canadiens (CARFAC) releases the *Saskatchewan Visual Arts Handbook*. While this handbook is geared directly toward the visual arts, the information provided about contracts and negotiations can be helpful to anyone negotiating a contract. A contract may include:

- Identification of parties.
- Date, term, and kind of contract.
- Description of work, place of work, facilities, and duties to be performed.
- Restrictions on either party.
- Compensation, including amount, type, and manner of payment.
- Expenses, cost, risk, and insurance.
- Inspection, delays, work charges, maintenance, and repair.
- Copyright and moral right.
- Conditions for termination of contract, and effect of termination.
- Any special terms.
- Remedies for breach, restrictions on use, and dispute resolution.
- Signatures and date.

# Contacts

The following list includes contacts for organizations included in this booklet. This is not a totally inclusive list, but it will help you link to some key resources.

## **SaskCulture Inc.**

Regina: 306-780-9284

Web site: [www.saskculture.sk.ca](http://www.saskculture.sk.ca)

*SaskCulture's Membership Directory*, available on the Web site, lists over 120 arts and cultural organizations in Saskatchewan.

## **Saskatchewan Arts Board**

Regina: 306-787-4056

1-800-667-7526

Web site: [www.artsboard.sk.ca](http://www.artsboard.sk.ca)

\* Both organizations employ Coordinators of First Nations and Métis initiatives.

## **VISUAL ARTS**

### **Art Galleries**

A search on the Tourism Saskatchewan Web site [www.sasktourism.com](http://www.sasktourism.com) for 'art gallery' will locate galleries in every region of the province.

### **CARFAC Saskatchewan Visual Artists**

[www.carfac.sk.ca](http://www.carfac.sk.ca)

Regina: 306-522-9788

Saskatoon: 306-933-3206

Directory of artists. Guides for minimum fees to ensure equitable compensation for artist's contributions in the areas of exhibition, professional services, and reproduction rights.

### **Organization of Saskatchewan Art Councils**

Regina: 306-586-1250

Web site: [www.osac.sk.ca](http://www.osac.sk.ca)

Connects you to Arts Councils around the province and can link you to performing and visual artists.

### **Saskatchewan Craft Council**

Saskatoon: 306-653-3616

Web site: [www.saskcraftcouncil.org](http://www.saskcraftcouncil.org)

Searchable database of artisans working in specific mediums. List of craft guilds.

## **FILM, VIDEO & NEW MEDIA ARTS**

### **Saskatchewan Motion Picture Association**

Regina: 306-525-9899

Web site: [www.smpia.sk.ca](http://www.smpia.sk.ca)

Search the membership area for production companies and film, video and new media associations.

## **LITERARY ARTS**

### **Saskatchewan Writers Guild**

Regina: 306-757-6310

Web Site: [www.skwriter.com](http://www.skwriter.com)

*Saskatchewan Writes!* is a database of Saskatchewan authors. You can browse through an alphabetical listing of authors, or search specific categories such as author, title, availability.

### **Saskatchewan Publishers Group**

Regina: 306-780-9808

Web site: [www.saskpublishers.sk.ca](http://www.saskpublishers.sk.ca)

Offers a book display program for trade shows, gift markets, and conferences.

## **PERFORMING ARTS**

### **Theatre Saskatchewan**

Regina: 306-352-0797

Web site: [www.theatresaskatchewan.com](http://www.theatresaskatchewan.com)

### **Organization of Saskatchewan Art Councils**

Regina: 306-586-1250

Web site: [www.osac.sk.ca](http://www.osac.sk.ca)

Connects you to Arts Councils around the province and can link you to performing and visual artists.

### **Dance Saskatchewan**

Saskatoon: 1-800-667-8480

Web site: [www.dancesask.com](http://www.dancesask.com)

Publishes annual directory of dancers and dance companies. Provides advice regarding the staging of a dance, the needs of a dancer, and equitable pay information. Offers flooring and equipment rentals

### **Saskatchewan Recording Industry Association**

Regina: 306-347-0676

Web site: [saskrecording.ca](http://saskrecording.ca)

Information about Copyright & SOCAN issues, lists of Saskatchewan performers, and act as an advisor involving pay scale issues.

# Contacts

## FIRST NATIONS AND MÉTIS ARTS

**Federation of Saskatchewan Indian Nations**  
Saskatoon: 306-956-1037  
Web site: [www.fsin.com/contactfsin.html](http://www.fsin.com/contactfsin.html)  
Represents 72 Saskatchewan First Nations.

**Gabriel Dumont Institute**  
Saskatoon: 306-934-4941  
Web site: [www.gdins.org](http://www.gdins.org)  
Official educational affiliate of the Métis Nation – Saskatchewan.

**Sâkêwêwak First Nations Artists Collective Inc.**  
Regina: 306-780-9493  
Web site: [www.sakewewak.org](http://www.sakewewak.org)  
A catalyst for emerging needs and growth within the local arts community.

**Tribe Inc.**  
Saskatoon: 306-244-4814  
Centre for the evolving Aboriginal media, visual and performing arts.

## MULTICULTURAL ARTS

**Multicultural Council of Saskatchewan**  
Regina: 306-721-2767  
Web site: [mcos.sask.com](http://mcos.sask.com)  
Connects you to Ethno-cultural groups and Multicultural Councils throughout the province.

## EVENT TRAINING

**Saskatchewan Tourism Education Council**  
Saskatoon: 1-800-331-1529  
Web site: [www.stec.com](http://www.stec.com)  
Offers training and certification for Special Events Coordinators and Managers.

## RESOURCES

### Resource Centre for Sport, Culture and Recreation

The Resource Centre provides access to information and research for members of the non-profit, voluntary sector in Saskatchewan. Information is delivered via print, video, audio, journals, and professional reference and research services.  
Regina: 306-780-9411 / 9206  
Toll Free: 1-800-563-2555  
Web site: <http://www.spra.sk.ca/>  
Click on Resource Centre.

