

American Guild of English Handbell Ringers
Uniting People Through A Musical Art

Area XI Newsletter

www.area11.org

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NEWSLETTER PUBLICATION CHANGES

Beginning with Volume 3 in March, our e-newsletter will be sent on the first of the month instead of the 15th. This means that the deadline for submitting news will be on the 25th of the previous month. We are always looking for news that you wish to share. The newsletter is a way to keep others aware of things happening all over Area XI, since our members are so geographically separated. A successful event which succeeds in spreading the interest in handbell ringing may give someone else an idea for something that would be worthwhile to try in their locality.



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WEBSITE CALENDAR OF EVENTS



You never know when someone will be traveling to your part of Area XI and may want to get their handbell “fix” while they are there, so be sure to list your event on the website Calendar of Events. Concerts open to the public at the end of a workshop “day” are great for drop-ins as well as concerts performed by a single ensemble. Be sure you list them as part of your event pub-

licity. A form is now available on the website for your use. Just go to the Calendar of Events and you’ll find the link for it along with instructions.

E-notes - Sign up for your monthly national AGEHR news at www.agehr.org. You’ll find the link under Music and Resources> E-Notes. You do not have to be a member of AGEHR to get E-notes. Tell your friends.

PLEASE

Be sure to keep your e-mail address current to receive up-to-date news of handbell activities in Area XI.

THE 123's OF EVENT PLANNING

-by Claudette Rothwell, Area XI Chair-Elect

In the December issue of the Area XI Newsletter I challenged each of you to come up with at least ONE IDEA for an event. Perhaps you want to have a small workshop for churches in your area that have beginning bell choirs. Or maybe you are thinking about a bigger state-wide event where you want to bring in guest clinicians. Do you need an event to help recruit more ringers? I heard one suggestion last fall that we have an Area XI-sponsored cruise for bell ringers!! There is no limit to the number of possibilities for all sorts of workshops, seminars or festivals for Area XI.

So, how do we get started? The process that I am going to share with you I learned at a recent National AGEHR Area Leadership Training meeting presented by Jenny Cauhorn, our AGEHR Executive Director. Jenny has been doing event planning for many years and has a wealth of knowledge on this subject. The following information comes from her slide presentation. Depending on the size and scope of your event, some points might not apply.

First, you will need to **define your event**. Is the **goal of your event** for profit, education, member recruitment, some other goal, or just for fun?

Who is your audience or potential attendee?

Jenny suggests you choose a primary audience and plan accordingly.

Next, you will need to **form your planning committee**. Your **Event Chair** coordinates with other members of the committee and insures that relevant information is communicated to all committee members and other stakeholders. You will need someone over **Finance** who creates a budget, tracks expenses and revenue in relation to that budget and alerts the committee of any potential financial concerns. The **Equipment** person procures all necessary equipment such as bell sets, foam, additional instrumentation, and classroom needs. Your **Venue Liaison** (may be the chair) will make sure the venue has all necessary information needed for the event – meal menus, room set-up, detailed event schedule, equipment needs (if venue is providing), power requirements, etc. You might need to appoint someone to be in charge of **Classes** – to coordi-

nate clinician and classroom needs including equipment needed, class notes, class schedules, and room assignments, etc. Get someone to handle pre-event and on-site **Registration**. Will you need someone for **Performances**, to work with any featured performers on equipment needs, set-up configuration, stage requirements, rehearsal time, programs, etc.? What about **Massed Ringing** and someone to develop a layout for the massed ringing floor and to assign choir placement? This person would need to develop a list of equipment needs based on layout and registration.

Next, **create an event outline**. **What will be included** – classes, massed ringing, meals, performances? **Set a loose schedule** – number of days, number of class sessions, how many meals, etc.

Now it's time to **locate a venue**. **Decide the type of venue you want for your event** – University campus, hotel, convention center, or other options. **Select a city/location**. Be sure to consider ease of access/travel to this location, and perhaps have more than one option in mind. **Create an RFP** (Request for Proposal) to send to potential venues in your selected cities.

There are several things to include when **creating an RFP (Request for Proposal)**. Most important is your **event title and contact information**. If available, include any **event history** and provide dates, cities and venues used for previous events. Give the **event dates** and if possible list a couple of date options for the event. Give your estimated **room block**, the number of sleeping rooms needed for each night of the event and total number of room-nights (number of rooms each night multiplied by number of nights will give you this number). Be specific about your **meeting room requirements**. Include the number of rooms needed and the dimensions of each. Jenny advises that you always request a little more than your minimum requirements. And don't forget to include space for registration, an office, space for equipment storage, exhibits, as well as class and massed ringing space. List your requirements for **food & beverage**. Provide a basic outline of planned meals and any other food & beverage you plan to purchase from the selected venue. Give a **Due Date**

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– the date by which proposals must be received by you. And provide a date (**Decision Date**) by which you will select a venue. State the **determining factors** or what is most important to you in making a decision, such as cost, surrounding area, transportation, possibility of multi-year deal, past experience with you or your event, etc. There are several **resources for locating venues**. Convention and Visitors Bureaus are good places to start. A locating service might be available, or use your computer to search hotel web sites or other useful web sites. Seek out suggestions or referrals from others.

An important part of your planning is **event budgeting**. Determine your fixed expenses that won't change regardless of the number of event attendees you have. Determine your variable expenses that are based on the number of attendees or other changeable factors. Add a contingency line item to your expenses to cover any unexpected situations that may arise. Determine a reasonable expectation for event attendance and **BE CONSERVATIVE**. Determine all potential sources of revenue, both fixed and variable. Based on these factors, set a registration fee that will result in enough revenue to cover your expenses and generate a profit if that is your goal. If necessary, adjust expenses to reach a reasonable registration fee. Throughout the planning process be sure to follow your budget, forecast results, and respond appropriately.

When it is time to **select a venue**, review the RFP responses and select at least two potential "finalists". Find a time to visit your finalists and then negotiate a final contract. When looking at **venue contracts** read them completely and thoroughly. Make note of any potential penalties or additional costs not discussed in your negotiation. Look for clauses that include "hold harmless", "indemnification", and "liability" and make sure you understand what they are requiring before signing the contract. Make sure any performance/cancellation clauses are reciprocal so you are protected as well as the venue. Make note of any insurance requirements. Have the contract reviewed by an attorney or send to the national office for review.

Are you overwhelmed yet???? Just remember the primary **keys to successful event planning**:

Organization – create detailed schedules, develop comprehensive lists and assign responsibilities.

Communication – information is power, so share it. When events are not successful, the root cause can almost always be tracked to poor communication.

Be prepared

Stay calm

At the Event:

Develop good relationships with the venue

Make sure your committee members know their assignment

Accept help when offered

Take breaks

Be available

Stay calm and focused

HAVE FUN!!!

After the Event:

Review surveys

Have a post-event debriefing

Make recommendations for the future

I want to thank Jenny Cauhorn for all of the valuable information she presented at our event training. Yes, it was a lot of information to take in. Please know that she is always available as a resource for us, as well as our two Area XI Sub-Area Chairs, Michael Kastner and Sharon Sparlin. They have both had lots of experience in planning events and are ready to help you!!! Just give them a call or drop them an e-mail. And good luck to all of you as you work to plan some exciting events for Area XI.

Now, what about that Area XI Cruise???



MOUNTAIN AREA EVENTS

HANDBELL FESTIVAL IN NORTHERN COLORADO

This event will take place on Saturday March 20, 2010 at Christ Center Community Church, 2700 S. Lemay, Ft. Collins, CO. **However, the registration deadline is FRIDAY, JANUARY 30, 2010.** A registration form is available at www.area11.org. The purpose of the event is to give beginning/intermediate ringers an opportunity to perform and to improve their skills. There will be only 3 massed ringing pieces, but choirs are encouraged to perform a solo number at the 5pm closing concert which is open to the public. In addition to rehearsing the massed ringing pieces, classes will be available on ringing techniques for all bells, not just high and low. Instruction on malleting and other staccato techniques as well as presentation skills will be offered.

Clinician will be Michael Kastner, AGEHR Area XI Mountain Sub-Area Chair. Michael is a talented solo ringer who will also perform at the closing concert.

Cost for the event is \$17 per person. Lunch will be available for \$6 per person or you may choose to bring a sack lunch or buy lunch off site.

Massed Ringing Pieces are: "Easter Joy" - Behnke (AG35260), "Be Exalted, O God" - McFadden (JHS9395) and "Emperor's Fanfare" - Kastner (FBFH1001)

If you have questions about the event, contact Susan Chapman, edchapman@comcast.net or 970-667-5300.

SPRING RING IN UTAH

Saturday, March 13, 2010

Set-Up 7:30am - Closing Concert 4:30pm

Fremont High School, Plain City, UT

Guest Director - Debbie Rice

Registration - \$20 per person (includes lunch)

Repertoire

"Bread of Angels" - Payne

"Celtic Farewell" - Lamb

"Joyous Spirit" - Stephenson

"Praise To The Lord" - McChesney

"Lo, How a Rose" - Rainey

"Dorian Dance" - Joy

Contact: Barbara Hartman

Barb145057@aol.com

Phone: 801-571- 0330

SPRING RING IN WYOMING

Friday and Saturday, April 9 and 10, 2010

Closing Concert 1:30pm Saturday

Frontier Middle School - Casper, WY

Guest Director - Monica McGowan

Registration \$15 per person

Contact: Carolyn Deuel

artcorewy@aol.com



Sun, Salsa, Sombreros

DEADLINE NEAR - The deadline for the **2010 Area XI Festival/Conference** registration at the lower price of \$185 is **March 1, 2010**. **That's only six (6) weeks away!!!** Registration after March 1 is \$235. All registration information is available at www.area11.org/aconf2010/aconf10.html. Click on the registration button. Other information is there as well - clinician, Fred Gramann; Youth Track Director, John Pfeiffer; Conference Bell Choir, Wesley Bell Ringers of Salt Lake City; Repertoire List; etc.

~Conference Dates are June 18, 19, 20 - Location is the El Conquistador in Tucson, AZ~