

The Arts Society Directory Guidelines

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Introduction to the Directory of Lecturers

What is The Arts Society Directory of Lecturers?

It is a confidential list of accredited lecturers and their lecture titles. It is compiled by The Arts Society for the committees of member Societies and Areas. Lecturers also have access to the Directory.

The Directory assists Societies in the planning of their annual programme of lectures, study days (sometimes called days of special interest) and visits. It is also used by Area Co-ordinators for Education (ACEs) for Area study days and courses. Societies and Areas may obtain further assistance by speaking to The Arts Society's staff.

How do Lecturers become accredited?

A prospective The Arts Society lecturer goes through a formal application process prior to being invited to join the Directory. This involves:

1. attending a Society meeting
2. filling out a detailed application form
3. submitting two references from people who have heard the candidate lecture
4. being observed lecturing to a minimum of 50 people
5. making a short presentation to a panel at The Arts Society (consisting of Society and Area members, and staff) who judge the candidate's performance.

All stages must be successfully completed. Relatively few candidates are selected to join each year. All lecturers have signed up to the Terms for Inclusion and Terms of Accreditation as a precondition of being admitted to the Directory.

Once in the Directory, each lecturer's performance is monitored via the lecture review forms received from Societies and Areas (see also section on lecture review forms).

What is the format of the Directory?

This introduction and guidelines which are for both Societies/Areas and lecturers: please read them!

Lecturers' pages in the online Directory detail their contact details, lecture titles and synopses, a brief biography and their travel availability. A photograph of the lecturer is included, and some lecturers also have video clips.

Travel availability encompasses four geographic areas, three where The Arts Society has member Societies (UK, Mainland Europe and New Zealand) and one where we have a sister organisation (Australia). Lecturers listing New Zealand and Australia might be invited by the Societies in these countries to undertake a tour; this is arranged by a designated coordinator. Lecturers who list Mainland Europe might be invited by one Society to give a lecture /study day or by several Societies to undertake a short tour. Lecturers can list how far they are willing to travel from their home address to lecturing engagements within the UK, though most are willing to discuss travelling any distance.

A symbol like this (S) at the end of a listed title in the Directory indicates that it can be adapted to a study day format. The title is also available as a lecture unless stated otherwise. This is also listed in the synopsis of the title.

We have indicated on Lecturers' pages whether they will bring their own digital equipment.

The Lecturers who have informed us that they are VAT registered have a note to this effect on their page.

The online Directory is updated every day.

The online Directory

How to get on-line

a) Firstly, a username and password is necessary. The Membership Department can provide you with this – contact them on 020 7430 0730. As the contents of the Directory are strictly confidential and should not be disclosed other than for the purposes of The Arts Society and its member Societies and Areas, access to the online Directory is restricted to those committee members who need it for The Arts Society purposes. Your login details are valid for the length of your appointment.

b) Once you have your login details, go to The Arts Society website www.theartsociety.org and go to the Resources Area. Once you have logged in, a link to the Directory of Lectures should appear.

How to use the online Directory

To find a lecturer:

a) By name:

In the 'surname' box, type in the name and click the 'search' button at the bottom of the page. All the lecturers who match that name or collection of letters will appear in a list. Brief information about the lecturers is given. To see a lecturer's page, click where it says 'View full summary'. Click on the lecture title and a synopsis should appear giving a fuller explanation of any title. When you have finished with this page, close it and click 'Back to search page' to go back to the results page. To start again press 'Reset'.

b) Via the index

The online index is divided into four category boxes: Place, Building or Institution; People & Cultures; Era, Art Movement, Event; and Material, Object, Technique.

i) To begin move the blue line to the search term you want. This can be done by scrolling down the list and clicking on the desired term, or by clicking in the box and beginning to type the word. Press 'Apply' and a list of Lecturers who speak on that subject will be generated.

ii) You can choose multiple search terms to refine your search, for example 'Italy' from Place, Building or Institution, '16th century' from Era, Art Movement, Event, and 'Paintings' from Material, Object, Technique

If you change your mind or make a mistake, the 'Reset' button at the bottom of the page will take you back to the beginning.

c) By distance

At the bottom of the search home page you will see a link 'Find a lecturer near you with our new Distance Search with interactive map'. Here you can enter your postcode, or that of your Society's venue, and set the search radius in miles and find all lecturers who match this criteria.

Further assistance is available from the Membership Department.

Guidelines for Societies and Lecturers

1. Programme planning

- The key aspect of a Society is its lecture programme. The Directory will help you to devise one which is both stimulating and varied.
- A programme may have a general theme, or it may focus on a particular area, time or person, or be a series of related lectures throughout the year plus additional study days and visits.
- The index is a useful tool to develop ideas and find lecturers for your programmes.
- Established Societies may prefer to arrange a more focused programme following a theme and including a linked day of special interest. For newer Societies, members may find general lectures covering the many aspects of the arts more appealing.
- Look on the members' area of The Arts Society website (www.theartsociety.org) or ask the Membership Department for the current artists' anniversaries list. For planning visits, Hudson's *Historic Houses and Gardens*, published annually and reasonably priced or available online, is very useful.
- Your representatives at the Directory Day might have suggestions on new lecturers and new lecture titles.

Study days / courses

Many lecturers offer such days. Look for the (S) symbol at the end of titles in the Directory. NB: this symbol indicates that the title is suitable for these days as well as normal lectures, not that it is only meant for such days.

- The aim of these days is to look at a subject in greater depth than is feasible in a one-hour lecture.
- This sort of day is usually aimed at a relatively small group of members. You might consider holding it in a relevant setting – museum, gallery or house with one or two lectures followed by a gallery tour. This may limit your numbers. Members might be invited to bring related items for discussion.
- The Arts Society Areas also organise study days and study courses. A course may consist of a series of related study days, for example the history of art foundation

course. Lecturers may be booked to participate in one or two of these days, in which case they should familiarise themselves with the rest of the course. Alternatively, a speaker may be invited to conduct the entire course.

- Where the Directory is used to book lectures for Heritage Volunteers it should be recognised that lectures and study days listed here do not constitute formal training. They should be regarded as supplementing the volunteers' interests in their projects.
- When your programme card is printed please send a copy to the Membership Department, one to the Chair of the Area Support Team and one to each lecturer whose name appears in it. Lecturers can then see their talk in the context of the annual programme and it provides them with names and telephone numbers of current committee members.
- The same booking form is used for lectures and study days. Forms are available to download from The Arts Society website.

Performance of music at Society events

It is recommended that member Societies check with their venue to confirm that a licence from the Performing Rights Society for music (PRS) is in place for those occasions when it will be required. This is likely to apply where a lecture includes music.

2. Booking the event

Expectation of negotiation

The Arts Society, and many of its accredited lecturers, recognise that there can be significant differences between the fees that individual Societies can afford. Some Societies adhere to very strict budgets, others can be a little more flexible but all Societies are permitted to negotiate fees with lecturers.

Established lecturers are used to negotiating fees and new-to-The Arts Society lecturers are advised during their induction day that some Societies will wish to negotiate a fee with them. Though some lecturers may not be willing to negotiate their fee most will be amenable to a discussion. Those who are not willing to negotiate should inform you of this politely so that there is no embarrassment or ill feeling on either side.

Lecturers' fees and their willingness to negotiate are listed on their online Directory page.

How to negotiate

Firstly, talk to your treasurer to establish your budget for the year, then divide this by the number of lectures you have per year to reach an average figure which might be helpful as a guide to work with. Remember to factor in travel expenses and any hospitality or overnight stays that might be required. Remember that if the lecturer is VAT-registered, VAT will be added to both the lecture fee and the travel expenses.

Full and proper communication between Society and lecturer is vital at the outset to avoid later misunderstandings and disappointment. Be positive, candid and factual and remember that this is a business transaction on both sides. Ask the lecturer what their fee

is and discuss with the lecturer the fee your Society would be willing to pay, hopefully some common ground can be found. If yours is a small or struggling Society explain this to the lecturer as they might be willing to drop their price a little to help you. However, do bear in mind that lecturing is the lecturer's livelihood so please be fair when negotiating.

If you cannot reach an agreement with the lecturer over the fee you could say that you will discuss the matter further with your committee and see if there could be some flexibility in your budget. It is important to confirm with the lecturer whether the booking is going ahead as soon as possible as they might be holding the date for you and turn down other offers in the meantime.

Information regarding lecturers can be obtained by telephoning the Membership Department.

Things to discuss

In the first instance the Society should telephone or e-mail the lecturer to express interest in a subject/title. If you wish to follow up the enquiry, please do so quickly; it is unacceptable to leave lecturers with tentative bookings (see above). You will then need to discuss and agree the following:

- **the date and timing of the lecture/ study day etc**

Each party must be sure of the exact timing of the event. Some lectures last more than an hour, some a little less; agree before booking. Some Societies cannot accommodate longer lectures, because their insurance policy only covers their activities for a specific period, or because another group may be waiting to use the hall directly afterwards.

Please tell lecturers at the time of booking if their lecture is on the day of the Society's AGM, and let the lecturer know if they need to arrive at the venue earlier than usual to set up. Bear in mind that some lecturers charge more to attend on the day of a Society's AGM; this is listed on their Directory page if so. Perhaps Societies which hold their AGM before the lecture could have a small break during which the lecturer could set up his/her equipment so that it is not necessary for the lecturer to be present for the AGM.

- **the exact subject matter required, including the title**

The lecturer should:

- explain the proposed content and structure of the lecture / study day;
- ask if there have been other lectures/study days on the subject which could be cross-referenced;
- enquire if the Society intends to visit any relevant place or building;
- be prepared to provide a resume of the lecture/study day for inclusion in the Society's programme or newsletter. N.B. Synopses are provided on the online Directory to assist programme planners with decisions about their lecture and study day choices. These synopses are part of Lecturers' intellectual property

and so should not be reproduced (for example, in Society newsletters or on websites) without the express permission of individual lecturers.

- **arrangements for travel and hospitality**

Discuss this in outline, when booking initially and confirm details six weeks before the event. Discuss any special requirements, e.g. access, allergies, diet, quiet time, entertainment etc..

- **the venue**

The Society must ensure the lecturer knows exactly where the venue is and how to get there. It is advisable to check whether there will be roadworks, train delays, strikes etc.. Discuss any special access needs with the lecturer. Send a map if travelling by road.

- **the equipment needed**

In general, this means the projector, laptop, laser pointer, lectern, microphone etc.. The Society's committee must appoint a person responsible for equipment maintenance and ensure that a competent and experienced projectionist is available if required. Take care to read the safety instructions for laser pointers. Agree the number of images to be shown.

The most common problem reported to the Education Department about digital presentations is that the lecturer's presentation is not compatible with the Society's software as it has been made on a different (later) version of PowerPoint. Clarifying which version is being used early on in the booking process should hopefully avoid problems on the day.

Check requirements with the lecturer and clarify who is providing what, well ahead of time, particularly if specialist equipment is needed.

If your Society has bought digital equipment it is worth marking it with your Society's name so that if it is stolen it can be returned. You could check with your local police Crime Prevention Officer to see if there are any ongoing initiatives which would enable you to do this for free.

- **the fee and expenses**

The arrangement currently agreed with Societies and lecturers means that there are no set fees in place and Societies and Lecturers have agreed they prefer to discuss and negotiate fees for each engagement. Lecturers' fees and their willingness to negotiate is listed on their online Directory page.

- Agree the fee and enter it on the booking form (see VAT section below).
- Ensure all expenses are discussed and agreed well in advance of the event and preferably at the time of booking.

- **whether VAT must be added**

- If lecturers are VAT-registered, they must state this on the booking form at the time of contractual agreement.
- Lecturers who are VAT-registered must add VAT in respect of the service provided in the UK. This applies even when they become VAT-registered after accepting a booking.

- Lecturers who become VAT-registered after accepting bookings are asked to advise those Societies with whom they have future engagements of this, so that the Societies may adjust their budgets; the Society is liable by law for the tax, although it is the lecturer who actually pays the HM Revenue and Customs.
- Lecturers who are VAT-registered and who have to charge for travel to and from the lecture must add VAT on the travel expenses in addition to the basic lecture fee. This is a Customs and Excise ruling.
- The position for lecturers providing their services abroad, e.g. to our Mainland Europe Societies, New Zealand Societies or to ADFAS in Australia, is different. Under European law (EC 6th Directive) “education services” are considered as being supplied where the service is physically performed (Article 9.2 (c)). This means that the services provided by a lecturer anywhere within the EU are not subject to UK VAT and when provided outside Europe, these services are likewise outside the scope of UK VAT.
- Lecturers planning to become VAT-registered should flag this up with Societies from the outset.

If using paper forms, complete and send the top two copies of the booking form to the lecturer, together with a stamped SAE. (The third copy is for you to keep until the lecturer signs and returns the white copy.) Lecturers should sign and return the top copy of the booking form to the programme secretary within a calendar month. Keep the top copy of the booking form, signed by the lecturer, in your Society’s files. If you are sending the booking form electronically remember to keep a copy for your records.

Remember, once the booking form has been signed by both parties, it constitutes a contract between them. (As solicitors have confirmed.)

3. Six weeks before the event

Travel

Transport would have been discussed at the time of booking. Final arrangements should be confirmed in writing six weeks prior to the lecture or study day. Societies and lecturers should bear the following in mind:

- **by car** – Lecturers intending to travel by car should discuss this with the Society representative at the time of booking then they should negotiate a suitable mileage reimbursement rate. There is no set rate but Societies often base reimbursement on the mileage rate for The Arts Society volunteers, currently £0.45 per mile. Bear in mind that comparatively short car journeys might prove less problematic than those by train. If the lecturer is arriving by car, be sure to make a parking space available.
- **by train** – Lecturers should take advantage of cheaper rail fares by booking tickets early. This results in considerable savings but requires a little forward planning between the lecturer and programme secretary. Generally, the Society arranges to collect the lecturer from the station.

- **by air** – Lecturers should use the fare agreed with the host Society. They are usually well acquainted with these.
- **by taxi** – fares can only be reimbursed in special circumstances and generally only with the prior agreement of the Society.

Check the speaker's intended arrival time and give clear instructions as to where he/she will be met. Consider his/her return journey, especially if using public transport (for example, give details of the time the lecturer can expect to arrive back at the train station after the lecture so they can book the correct train). Confirm mobile telephone numbers and the telephone number of the venue for the day of the lecture (as these may change between the time of booking and the event).

Hospitality

Tell the lecturer about the refreshments offered by your Society. Ask the lecturer whether they are happy with these arrangements. If a lecturer wishes to bring a partner or guest to the meeting, they should agree this with the host Society and should pay for any additional expenses incurred. These may include the normal visitor fee for the meeting, coffee, tea or other drinks, food, overnight accommodation and, of course, travel expenses.

Overnight accommodation might be required. The Arts Society has a reimbursement guide for the host/hostess, as for any hotel or bed and breakfast. Please check with the lecturer whether they have any special access or dietary requirements or allergies.

On-site sales

The sale of items such as books or DVDs by lecturers at Society meetings is at the absolute discretion of the Chairman and committee. Lecturers must ask permission in advance. Please be aware that some venues prohibit the sale of goods.

4. On the day

The lecturer should arrive at the venue in plenty of time. Some lecturers prefer to have preparation time alone before the start of the lecture. Ensure that the lecturer is introduced to the relevant committee members and is shown the facilities.

Presentation

- As members may include people with hearing difficulties, it is best to use a microphone. Test the sound system before the start of the lecture.
- The Society and lecturer will have agreed the equipment (including software) being used/provided. Occasionally a Society will ask the lecturer to send a copy of their presentation or perhaps a couple of images from it before the day of the lecture, so they can check that there are no compatibility issues. The presentation remains the lecturer's intellectual property and should be deleted from the Society's equipment once the lecture has taken place.
- If the lecturer brings their own equipment (e.g. digital or music player), they might want to set up and manage this. Projectionists should be made aware of this.

- The lecturer and projectionist should liaise and work together to ensure that the presentation appears as it is supposed to, for example that the colours projected on to the screen are true to those seen on the laptop.
- Particular care should be taken with laser pointers.
- The Chairman should agree the introduction and handling of questions with the lecturer.

5. After the event

Invoices

Societies pay lecturers' fees on production of an invoice made out for the sum originally agreed and shown on the Booking Form. The fee agreed in the Booking Form is the total liability of the Society.

Lecturer

Ensure that the lecturer has all his/her equipment and is either taken to their overnight accommodation or to the train station or car park.

Lecture review forms

In order to maintain The Arts Society's high standards, it is essential to have a method to comment on the performance of the lecturer. The vast majority of lecturers are excellent and offer a wonderful insight into a subject.

The Societies and Areas are asked to fill out an online lecture review form after each lecture or study day. Please submit the forms to The Arts Society House promptly, preferably within 4 weeks of the lecture; this is especially important in the case of a poor review.

In the case of a poor review, the Education Department will contact a representative from the Society to discuss the review. If appropriate the Education Department will then discuss the Society's comments with the lecturer and ask for their response.

These reviews forms are held in the lecturer's file and used to monitor their performance. Lecturers may inspect their file at any time to see their reviews and are entitled to comment in response. Each year, every lecturer is sent a summary of their reviews.

It is important to ensure that reviews are written up after discussion by the whole committee, and preferably after talking to the general membership attending the lectures. Some Societies canvass opinion after each lecture by asking a dozen or so members for their views. Comments recorded on the review form must be fair and objective, and relate directly to the lecture. All review forms must be completed on behalf of the Society. Societies should retain a copy for their own records, this can be done by requesting an email copy to be sent.

Society complaints concerning the conduct of a The Arts Society lecturer are extremely rare but there is a form called the Serious Complaint / Incident Report which should be

used by a Society if the committee believes that a serious incident has occurred. This form must be completed and sent to the Education Department within four weeks of the alleged incident. A Formal Complaints Procedure, outlined on the form, is then followed.

Lecturers can comment on their visits to Societies and a report form for this purpose is available from the Education Department.

Letters of thanks

Societies can send letters of thanks to lecturers but they are not in any way obligatory. In particular, please do not write a complimentary note to a lecturer and then submit a poor review to the Education Department – this is confusing for the lecturer and embarrassing for everyone.

6. Cancellation / withdrawal from engagements

Should a cancellation be necessary from either side, negotiate any suitable recompense amicably. The following guidelines may help where agreement proves difficult.

- It is the responsibility of lecturers to comply with the terms of any contract, in particular, to arrive at the venue in good time allowing for the possibility of rail delays, adverse weather conditions etc.. Lecturers are generally not entitled to fees if they fail to deliver the lecture at the time agreed and speakers may be subject to proceedings being taken by Societies in the event that a Society suffers a significant loss by reason of a speaker's failure to fulfil the contract. Lecturers may wish to obtain appropriate insurance cover.
- Societies and lecturers must give maximum notice of intention to cancel a booking.
- When a lecturer has to withdraw from an engagement, he or she may offer to help find a replacement, but they do not have to make this offer. If such an offer is made, the Society is not obliged to take it up. This is a matter for negotiation between lecturer and Society.
- If a Society cancels a booking less than four weeks before the proposed date, it is usually appropriate to pay the lecturer's fee.

In an emergency, the Education Department is able to help, as are the Chair of the Area Support Team. Both hold lists of local lecturers who are prepared to speak at short notice, or you can search the online Directory.

Bad Weather Guidance is available from The Arts Society website.

7. Consulting The Arts Society

Much information is available from The Arts Society website, particularly the Resources Area.

For further assistance please contact:

The Arts Society, 8 Guilford Street, London WC1N 1DA
Monday to Friday, 9.30am to 5.30pm
Telephone: 020 7430 0730 E-mail: enquiries@theartsociety.org

8. The Arts Society Directory: terms and conditions of use

The Directory of Lecturers is produced by The Arts Society and published by The Arts Society Enterprises (NEL). The contents, including the addresses and contact details of lecturers, are **STRICTLY CONFIDENTIAL** and should not be disclosed other than for the purposes of The Arts Society and its Member Societies and Areas. Access to the Directory should be restricted by member Societies to committee members only. This also applies to the contents of the online Directory.

Enquiries from organisations and individuals who are not members of The Arts Society wishing to contact an accredited Lecturer should be directed to the Education Department. The online Directory is updated daily.

It is the responsibility of Society Chairmen to call in and destroy out-of-date copies of the printed Directory.

The Arts Society does all it can to promote successful relationships between Member Societies and lecturers. It should always be borne in mind, however, that the guidelines set out here are not necessarily the terms of the contract agreed between a Member Society and a lecturer and that such terms are a matter for the parties to that contract, rather than for The Arts Society as a whole. Arrangements for lecture bookings are made directly between Societies and lecturers using the booking form provided by The Arts Society. The lecturer receives the agreed fee in full: The Arts Society does not take a percentage. Neither The Arts Society or The Arts Society Enterprises accepts responsibility for any business transactions entered into between a lecturer and a Society or Area, or a lecturer and an individual member of a Society or *vice versa*.