

## Guidelines and Booking Speakers on the Arts

VMFA Speakers on the Arts lectures are an excellent way to complement programming at Partner sites. They can also introduce new areas of art to Partner audiences and enhance community events and celebrations. A wide selection of topics and speakers is available for VMFA Statewide Partners. Please read the following information carefully before submitting a [Program Request Form](#).

### Fees and Costs

For each lecture, the VMFA Statewide Partner pays a \$100 booking fee. A check payable to “VMFA Lectures” must be mailed to VMFA on receipt of an invoice near the date of the presentation. VMFA Statewide covers the remainder of the speaker’s fee and gas mileage costs. Note: Driving distances can occasionally necessitate that the Partner provide overnight accommodation and meals for the speaker.

VMFA Statewide Programs must be free and open to the public. Partner may ask the public to pay a nominal fee termed as a “Donation.”

### Become a VMFA Partner (or renew)

Simply complete a brief Partnership form at this link:

<https://vmfa.museum/statewide/benefits/partnership-application/> No charge applies.

### Scheduling

To schedule a lecture, complete a [Program Request Form](#). Lecture dates are determined in consultation with the partner, VMFA, and the speaker. Consideration is given to the partner’s previous ability to develop an audience of 50 or more for VMFA lectures.

Priority is given to Virginia Partners beyond a 50-mile radius of VMFA. Our budget is limited, and our mission is to serve the entire state of Virginia. We invite those Partners within a 50-mile radius of VMFA to apprise their constituents of VMFA classes and activities given on campus.

Any VMFA Partner may host up to 3 programs per year. If budget allows, VMFA Statewide can send 4-5 programs if Partner requests.

Please request a program two or more months prior to your desired date for the program and be prepared for a 2-3-week turnaround time before it can be confirmed. In case of urgencies, we will try to work with requests made in as short of a time as 2 weeks.

### Availability

Speakers are available Jul 2024 – Jun 2025 with most available beyond those dates.

## Cancellation Policy

The lecture may be canceled by VMFA for reasons of inclement weather or speaker illness. The Partner may cancel if enrollment is too low at least 5 days ahead of the date or fee will still apply.

## Publicity

For the partner's use in promoting the lecture program, images of speakers or works of art related to the lecture topic are available from VMFA Statewide representative.

## Acknowledgment Requirement

In all publicity, be it electronic and/or printed materials, relating to the Speakers on the Arts program, the Partner must include the following credit line: ***This program has been organized by the Virginia Museum of Fine Arts and is supported, in part, by the Paul Mellon Endowment and the Jean Stafford Camp Memorial Fund.***

## Evaluation

Within five days after a lecture, the partner should provide VMFA with a brief emailed evaluation of the program. Provide attendance figures and publicity arrangements, as well as any comments on the speaker's overall presentation.

## Checklist of Partner Responsibilities

The success of the lecture program depends on strong audience development efforts, made well in advance of the event. To ensure success, the sponsor's initial responsibilities are to:

- Email the VMFA Statewide Speaker with a complete itinerary at least two weeks before the lecture date.
- Develop a minimum audience of 50. Identify special-interest groups and explore collaboration with other community organizations and institutions with related interests.
- Use all possible media to promote the lecture. Publicize the details of the lecture at least two weeks before the lecture date. Arrange for an appropriate lecture hall — one that can be totally darkened for PowerPoint or film presentations.
- Have the space in order and ready to go for the VMFA Speaker upon arrival. This includes all audio-visual needs.
- Have a representative of your organization introduce the speaker to the audience.
- Email the evaluation to [trent.nicholas@vmfa.museum](mailto:trent.nicholas@vmfa.museum)

### **Provide the following audiovisual equipment:**

- Laptop computer and digital projector for PowerPoint presentations
- Lighted lectern or a surface that notes can be placed upon.

- Sound system adequate for the size of the lecture hall.
- Any other equipment that may be specified by the speaker.

Questions? [trent.nicholas@vmfa.museum](mailto:trent.nicholas@vmfa.museum)