

POTOMAC VALLEY WATERCOLORISTS

Workshop Chairman Position Description

(tasks are shared between co-chairs)

Average hours/month: 6 hours? Varies by time of year

Key Responsibilities

Plan and coordinate all logistical aspects of two workshops annually, including scheduling, venue arrangements, contracting, budgeting, promotion, A/V needs, and communications.

- Identify, evaluate, secure, and contract instructors whose expertise aligns with PVW Workshop objectives and audience interests.
- Serve as the primary point of contact for instructors, participants, and venue.
- Create contracts, obtain W9s, request payment and reimbursements from accountant.
- Create and distribute the workshop prospectus, both for PVW members and non-members, with accurate content descriptions, instructor bio, and images.
- Promote workshops via email and social media.
- Promote workshop on PVW website.
- Coordinate with Exhibits Chair and accountant on scheduling and payment of venue.
- Coordinate logistics for instructors, including securing hotel accommodations, coordinating lunch, and arranging airport pickups as needed.
- Monitor workshop attendance and manage registration, waitlists, and cancellations.
- Communicate with participants regarding their registration status, supply lists, snack sign up, and workshop logistics.
- Create budgets, track income and expenses, and report on the budget.
- Set-up workshop space with tables and chairs, overhead mirrors or AV, coffee and snacks. Co-ordinate clean-up at the end. Store equipment between workshops.
- Evaluate workshops as needed through surveys and feedback.
- Maintain records of workshop instructors, attendance, income, and expenses.

Best Practices

- Contract instructors at least one year out for best availability.
- Find reviews of the instructor's teaching ability as well as painting expertise. Make sure they are good with advanced students. National reputation helps sell the workshop.
- Try to schedule workshops for dates that fall between the Art League and Lorton Workhouse classes to optimize the number of participants.
- Book hotel space several months out for best pricing.
- Promote workshop 3-4 months in advance and open registration (and waitlist for non-PVW) approximately two months before the workshop date for Members and two weeks before for non-members.

UPDATED: AUGUST 2025

- Arrange for a separate PVW wide demo on the Sunday before the fall workshop (separately budgeted).
- Price workshops appropriately to allow for an average of 16 students for the best experience.