



professional development

# Fee and conditions guidelines for digital events with children





This resource was created in consultation with children's artists by **Children's Books Ireland** and **Poetry Ireland**, working in partnership on a Digital Capacity Building Programme to assist and support artists who are delivering online programmes to children and young people. This Digital Capacity Building Programme has been made possible with support from The Arts Council Capacity Building Support Scheme.

**Children's Books Ireland** and **Poetry Ireland** are committed to supporting artists in the development of their practice and their working conditions.

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receives financial assistance from

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## General information:

The fees outlined in the table below are designed as a guideline only in each area, please use your own discretion when negotiating a payment. The conditions and considerations may apply to the artist presenting the video or the event; or to the school, library, venue or festival booking the event. Remember to work with the right artist for the right event; if an artist turns down a particular event don't be afraid to ask again on another occasion. Any digital visit or event experience should be as enjoyable as possible for all. The format of each event or video should be agreed in advance and understood by all to avoid any last-minute format changes. For example, a live call shouldn't be changed to a pre-recorded video. When arranging an event or video with an author and illustrator team this fee should be multiplied by two. Any resources required from the artist e.g. colouring sheets, craft activity instructions etc may carry an extra fee. A discount may be offered for multiple sessions for the same school, library authority etc. The organisation's child protection and safeguarding policy should be adhered to at all times.

ITEM	FEE	CONSIDERATIONS	CHECKLIST FOR ARTIST AND VENUE
<p>Fee for up to one 1 hour live digital visit via Zoom, Skype or other video-conferencing software.</p> <p>Fee for public facing video or open access video, available for 3–5 years or indefinitely. Maximum length 10 minutes.</p>	<p>Expect to pay approx. €250 per artist excluding VAT</p> <p>Starting point €350 –€500 excluding VAT</p>	<ul style="list-style-type: none"> <li>Length of visit (40mins to 1 hour) dependent on age group and attention span of children involved.</li> <li>The school or library should check the WiFi or broadband connection to ensure it is strong enough for a live video-conferencing call. At this point, also check the camera and microphone on the computer so that the audience can see and hear the artist and vice-versa. If you wish to use a whiteboard, projector or similar make sure the computer can hook up to it, and sound can play through it.</li> <li>Agree in advance who is monitoring or administering the call. This should never be the artist and ideally be a teacher or librarian etc. This person should be competent and familiar with the software and be prepared to mute participants, remove access to the chat function and remove callers where required. This person should also act as facilitator and chair when it comes to welcoming the artist and dealing with questions submitted in the chat facility. Additionally, the artist should never be asked to set up the video-conferencing call or to invite participants, as this can have clear child protection and safeguarding implications.</li> <li>The administrator of the call should be prepped on where the audience are joining the call from, home or school, and know how many to expect on a call, having confirmed maximum numbers in advance with the artist.</li> <li>The class teacher has a separate role to play in overseeing all pupils on a call, just as they would for an in-person event.</li> </ul>	<p><b>BEFORE the call</b></p> <p><b>Basic Checks:</b></p> <ul style="list-style-type: none"> <li>Confirm the age and attention span of children</li> <li>Confirm and agree the length of visit</li> </ul> <p><b>Technical Checks:</b></p> <ul style="list-style-type: none"> <li>Is WiFi or broadband is strong enough?</li> <li>Are camera and microphone settings functioning?</li> <li>Can the audience see and hear the artist?</li> <li>Are image and sound connected through to larger screen (if using an interactive whiteboard)?</li> </ul> <p><b>Call Administrator's role:</b></p> <ul style="list-style-type: none"> <li>Agree in advance who is monitoring and administering the event (NEVER the artist)</li> <li>Set up the video-conferencing call and invite participants (NEVER the artist)</li> <li>Be competent and familiar with all the tech involved</li> <li>Be prepped on: <ul style="list-style-type: none"> <li>where the audience are joining from i.e. home, school</li> <li>the maximum agreed number of participants</li> <li>the expected number of participants</li> </ul> </li> </ul> <p><b>DURING the call</b></p> <p><b>Call Administrator's role:</b></p> <ul style="list-style-type: none"> <li>Be prepared to mute or remove participants, or disable chat</li> <li>Act as facilitator during welcome intro and Q&amp;A</li> </ul> <p><b>Teacher's role:</b></p> <ul style="list-style-type: none"> <li>Oversee the pupils, e.g. engagement, behaviour</li> </ul>

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<p>Fee for a video of approximately 10 mins</p>	<p>Expect to pay approx. €300 excluding VAT</p>	<ul style="list-style-type: none"> <li>The exact length of the video will depend on the content and style of an individual artist's work and may include a pause or time for viewers to work on an activity during the video, ideally by accompanying the video with resources or by following the instructions in the video description. This allows for some interaction on the part of the viewer. Note that the video format doesn't allow for the same level of interaction between artist and audience and therefore essentially will be shorter than an in-person event.</li> <li>When reading from their book or showing some spreads as part of a video, an artist may need to seek permissions from their publisher.</li> <li>Consider who is responsible for editing the video – are you looking for a finished piece, with professional graphics, logos etc? Many artists will not want to take this on, for those who are able to, a higher fee should be paid.</li> <li>When sharing the video with the audience, clarity should exist around how it will be shared, whether the link is password protected and whether access to the video lapses after a certain amount of time.</li> <li>If the video is to be shared with multiple groups, this should be negotiated in advance with an extra fee payable where appropriate.</li> <li>If the video is being shared as a 'live' premiere, or used for a particular festival or library programme, a re-use fee should be negotiated if it is used again outside of this time period.</li> <li>A multiplication factor of 10%–20% applies per re-use fee or additional viewing, dependent on the number of additional views, type of event etc.</li> </ul>	<p><b>Content</b></p> <ul style="list-style-type: none"> <li>Establish exact length of video</li> <li>Does video/event need to allow time for any audience activity or interaction?</li> <li>Are publisher permissions needed if reading from or showing published work?</li> <li>Establish at the outset whether the artist or clinic is responsible for editing the video</li> </ul> <p><b>Editing</b></p> <ul style="list-style-type: none"> <li>Consider the quality and level of editing required and what is acceptable for your video or event?</li> </ul> <p><b>Sharing of Video</b></p> <ul style="list-style-type: none"> <li>How and where will the video will be shared?</li> <li>Will the video be shared via a password-protected link?</li> <li>What is the agreed duration of access to the video?</li> <li>With how many groups will the video be shared with?</li> <li>Will the video to be re-used? And how often?</li> </ul>

ITEM	FEE	CONSIDERATIONS	CHECKLIST FOR ARTIST AND VENUE
<p>Fee for public facing video or open access video, available for 3–5 years or indefinitely. Maximum length 10 minutes</p>	<p>Starting point €350 – €500 excluding VAT</p>	<ul style="list-style-type: none"> <li>When assessing a price point for this type of video consider the length of the piece, the work involved on the part of the artist(s) and how long the video will be available to view online.</li> </ul>	<p><b>Content</b></p> <ul style="list-style-type: none"> <li>Establish exact length of video</li> <li>Consider the quality and level of editing required and what is acceptable for your video or event?</li> <li>What is the agreed duration of access to the video?</li> </ul>



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