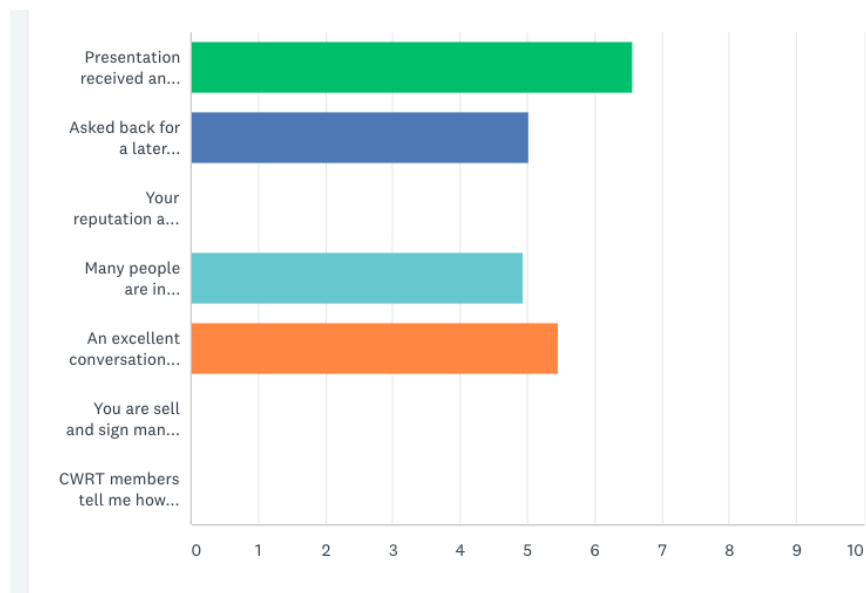




## AUTHOR/HISTORIAN/PRESENTER SURVEY ANALYSIS

This survey targeted historian/authors/presenters. Inasmuch as CWRTs rarely have an opportunity to learn the perspective of those they routinely engage, these responses give every CWRT a glimpse into the world of the CWRT speaker. Many responses tell a story about an experience we all have witnessed sometime in the past. Others are rather surprising. All should be carefully evaluated.

### Q1 Rank order your goals for a successful CWRT engagement.



The N for question #1 was 34. Obviously, the number one thing that speakers desire for a successful engagement is a presentation that received an enthusiastic response followed closely by an excellent conversation during the Q&A session, being asked back for a later engagement and having many people in attendance.

Interestingly, no one talked about their reputation as a presenter, selling and signing many books at the conclusion of the presentation or CWRT members telling them how much they enjoyed the presentation.

When comparing the goals of most CWRTs with that of these speaker respondents, they are nearly perfectly congruent.

## **Q2 What are the 3-5 things a CWRT should ALWAYS do for a speaker?**

- Provide AV equipment & knowledgeable support 30
- Pay speaker expenses 16
- Have authors' books on a table available for sale/signing 14
- Conduct plenty of publicity among members & community 14
- Continue to stay in contact with the speaker 12

The N for this question was 33. Nearly universally, speakers talk about the need for proper, up-to-date and efficient AV equipment and CWRT support that is credible, knowledgeable and competent. Obviously, this area is of HUGE concern and needs to be a top priority for EVERY CWRT. It should be noted that they were not talking simply about a screen, laptop and LCD projector, but also a sound system with microphone, amplifier and speakers. So many CWRT members have hearing deficits that need to be addressed through proper equipment.

The second issue in this category included paying speakers travel expenses. There is little or no reason for speakers who have been asked to spend their time and talent to lose money feeding the needs of a CWRT.

Tied for third were having a signing/selling table for author's books and conducting plenty of publicity among CWRT members and the larger community served by the CWRT.

The issue that was number five was for the CWRT to stay in touch with speakers. Not only should the person charged with speaker communication be knowledgeable and readily available, but that person should have a backup and a checklist of items to ensure all bases are covered.

## **Q3 What are the 3-5 things a CWRT should ALWAYS AVOID doing?**

- Not remaining in touch with the speaker 12
- Not preparing an accurate introduction of the speaker 8
- Not paying travel expenses or doing so slowly 7
- Failing to publicize the event 7
- Allowing malfunctioning AV equipment and incompetent support 6

The N for this question was 32. The number one issue brought up by authors & historians was failing to remain in contact with them. When engagements are cancelled or rescheduled,

speaker should be among the first to know of the change. When the venue changes, likewise speakers should be notified. Moreover, clarifying what the expectations of the speaker and CWRT are regarding, transportation, lodging, expense reimbursement, etc. all need to be made prior to the engagement. Finally, that same information should be communicated throughout the CWRT leadership for each scheduled speaker such that if the contact person is unavailable at the time of the event, the ball will not be dropped.

The other issues had nearly the same weight for discussion: Making an accurate and informed introduction; Paying the speaker reimbursement and doing so promptly; publicizing the event internally and externally; and the bug-a-boo of every speaker is incompetent AV equipment and support.

#### **Q4 What is your biggest pet peeve on a CWRT speaking engagement?**

- Allowing AV equipment problems
- No expense reimbursement
- CWRT ignoring the speaker or not treating the speaker with respect
- An inattentive audience (sleeping, texting, leaving early, etc.)
- An inappropriately small audience due to the lack of publicity

The N for question four was 31. We've exhausted the discussion about AV equipment and support, travel expense reimbursement and the general lack of effective publicity. But, the next two issues are in the category of rude behavior. Someone should be assigned, formally or informally, to engage with the speaker.

We all know that feeling unwelcome in a group of strangers doesn't make you want to stay and give of yourself. By not treating the speaker with respect, introducing the speaker to members of the CWRT and making small talk is vital. This is within the control of the CWRT leadership and needs to be part of the speaker care protocol.

This last area of an inattentive audience that falls asleep, constantly texting during the presentation and arriving late and leaving early is a matter of discipline. Obviously, we all have busy lives. But, to attend an event and ignore the dictates of common courtesy is beyond reason.

### Q5 Do you expect an honorarium

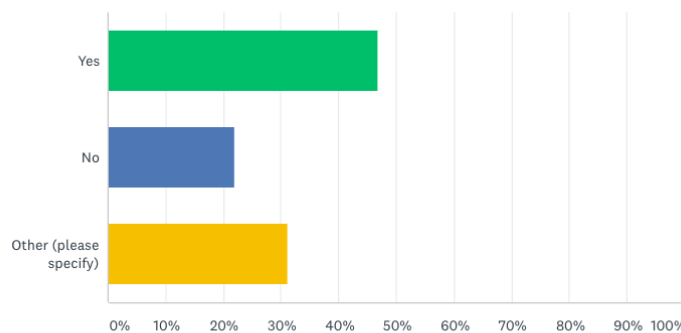
- Yes 9
- No 7
- It depends (see below) 14
  - No, if the CWRT is financially incapable 3
  - No, if a hometown CWRT and able to sell books 1
  - No, if on a research trip 1
  - Yes / No if told in advance 1
  - Yes, distance travelled and cost to the speaker 7
  - Yes, graduated scale based on distance travelled 1

The N for this question was 32. Every CWRT should have a policy about an honorarium that is approved by the board of directors, understood completely by the program chair and COMMUNICATED to every speaker up front and before an agreement is made about an upcoming event. That is necessary as nearly every speaker has a policy about accepting or rejecting an engagement based on the expectation of compensation. (Of course, at a minimum, travel expenses should be reimbursed.)

It's important to note that speakers who may be asked to perform in their home CWRT, are on a research trip or who have an understanding that the CWRT may be financially strapped may not expect an honorarium. But, please do NOT make that assumption of any speaker. Be up front about the CWRT policy and communicate it.

### Q6 Do you prefer multiple speaking engagements on a single trip even if they are in different cities?

Answered: 32 Skipped: 2



ANSWER CHOICES	RESPONSES	
▼ Yes	46.88%	15
▼ No	21.88%	7
▼ Other (please specify)	<a href="#">Responses</a> 31.25%	10
<b>TOTAL</b>		<b>32</b>

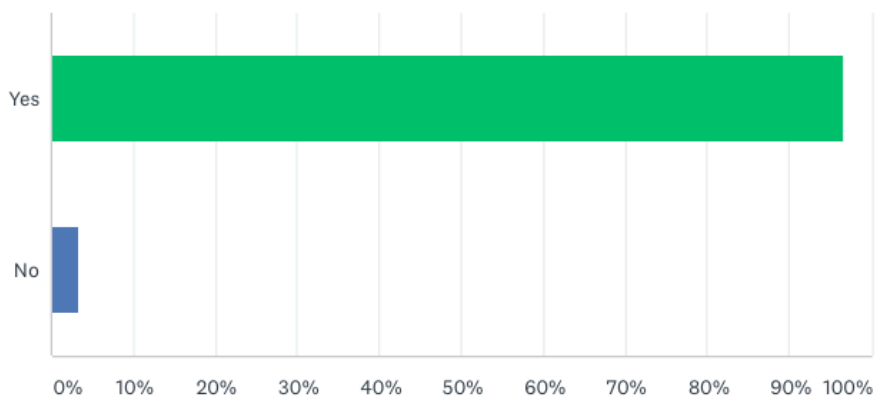
The N for this question was also 32. Most respondents like the idea of multiple engagements even if there is a likelihood that they are in different cities. However, CWRT program leaders should assist the speaker with their transportation needs between engagements or ensure that the downline program does so.

Nearly a third of the respondents said that “it depends”. Some have full-time jobs that need to be protected. Others want to know the distance between engagements, the time commitment (and I suppose the reimbursement policies of both CWRTs) and exactly where they are being asked to travel. And, still others want others to make the arrangements and/or know if there will be “down time” involved.

Bottom line is to engage in those discussions early on, determine who is pre-disposed to that kind of an arrangement and make it as easy a possible for the speaker.

**Q7 Have you had an exceptionally good experience?**

Answered: 30 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	96.67%	29
No	3.33%	1
<b>TOTAL</b>		<b>30</b>

**Q8 What made that such a great experience?**

A host provided, who offered tour of historical sites in the area before or after meeting. Met at airport and driven to hotel, etc.

Everybody is friendly, genuinely interested, asks good questions, eager to learn, and I feel like I am treated like royalty! (expenses covered). Plus - I usually get some good book sales out of the event - always a plus!
Interest and enthusiasm as well as knowledgeable Q & A.
Attentive host, room prepared, all enthusiast about my presence/presentation.
People were lively and interested
Warm, personal shepherding by its president and/or program chair; good meal; good audience (attentive and good Q's); productive book sales
A good reception from the audience and questions that I hadn't thought of.
All plans were worked out thoroughly and all expenses were paid.
The group promoted my appearance, had all of the equipment I asked for set up at the facility, had a large crowd who were engaged in my talk and asked really good questions afterwards.
Friendly people, good crowd, good questions, no ppt problems
An engaged audience plus an excellent physical set-up
The energy level and interest of the CWRT members. They were engaged before, during, and after the talk not only with the subject of the talk but with Civil War history generally.
I had all the equipment I needed; there was a big crowd; everyone gave rapt attention to the presentation; commentary was very favorable when I was finished; an honorarium and all expenses were paid.
large audience and good book sales
Interactions with the memberships. Adequate compensation
the group was enthusiastic and receptive, and a lively informed discussion followed
Good crowd, well-advertised, nice accommodations, good dinner beforehand.
Sponsored by 3 entities, exceptional advertising, full house, sold \$400+ books, saw old friends,
The enthusiasm of the organizers, their consideration as hosts, and the interest of the audience.
Made to feel welcome, shown a good time on visit, and good accommodations.
A CWRT heavily advertised my talk, drawing a larger-than-expected crowd, and really pumped up my books. I sold almost everyone I brought. In addition, the audience asked exceptional questions, and several followed up with emails thanking me for appearing.
I had dresses and quilts to show. The Q&A went very well.
CWRT in an interesting location
Close attention and numerous questions/comments
Q&A, hospitality, learning something new about the Civil War myself.
Gracious host, well-attended event & good reviews by a knowledgeable audience.
Excellent group and audience
A large, enthusiastic audience (and selling a lot of books)
A certain round table heavily promoted the event, covered all travel expenses, assigned someone to transport me while in the city, and the round table purchased several of my books for various use in the future.
Coordination of multiple local groups (CWRT and hist soc), resulting in audience of 100.

The members were interested in my topic, made me feel welcomed and asked excellent questions.

**Q9 Without naming names, tell us a short horror story involving a CWRT speaking engagement.**

The stories in the table below clarify the short comings of some engagements that CWRT speakers have encountered. Each CWRT should conduct a review of their equipment, staff and speaker care protocols to ensure their practices don't become a "horror" story.

Uninvited to give a talk when my position on the topic was known and not in keeping with CWRT views. Withdrawal was based on "funding shortage."
No prior feedback. The host was not ready for me as he didn't have my bio, although I sent it. The room was not set-up for my presentation (even though I requested it). And, the attendance was poor.
A delay of over a half-hour getting AV equipment to work, until I finally had to do it myself to get it to work.
The organizers mixed up the nights.
Being put up in a roach motel. On another occasion, I could not get in contact with the one in charge for weeks until the weekend before the event. At that point, I emailed and stated I would not be coming to town.
I was giving a talk for a group in which I communicated well in advance about what I needed. I also made sure they were aware that the talk would last a little over an hour, but I had shorter versions if desired. The contact informed me that they wanted the full version. But, when I was about half-way through, the president stopped me and asked how much more did I have left and that it was time for them to leave. I was livid and made sure to remind them that they wanted the full version.
I honored their wish by packing up and leaving. I had also been informed that another group was probably going to be interested in attending. When I showed up, I asked about the group only to receive a confused expression followed by an explanation that, "Oh no, they wouldn't be interested in attending." By the way, the person I had been in communication with beforehand was not in attendance. So, this is a group that has absolutely no idea what they want.
I had another experience where non-members attended a talk and asked questions afterwards only to be told they weren't welcome because they weren't members and that they needed to leave as it was a closed meeting which was news to me. Was told afterwards to take down pictures I had posted of my talk because it was against the policy

of the overall organization. I had spoken for multiple chapters before with no problems and no mention of photographs being disallowed.
Not me personally, but one speaker came with incompatible ppt. Best practice is to email your ppt to the CWRT in advance so they can download it prior to the meeting to see if there are any problems.
Not exactly a horror story but a loud back room in a restaurant, next to the kitchen, with no mic meant it was hard for people to hear me. Hard on my voice and not good for my presentation
The group ate during talk, never offered any food to speaker, asked for free copy. of book, provided unsatisfactory lodging arrangements
I drove 5 hours to present a lecture....no dinner provided, hotel accommodations canceled, and lesser fee than expected. As a result, I lost money on this lecture.
The host cut short my program for an intermission, then told me not to continue
Drove 2 hours, they had no place set up for a talk, it was noisy, in the back of a loud restaurant.
Wrong date (arrived early 2 days lodging), poor directions, room was separated by a raucous barroom by thin partition. Another the venue was closed, no one came.
Not a CWRT, but a library that neglected to publicize my appearance. I gave my presentation sitting at a table with two guests and the maintenance man!
The night was changed at the last minute. Word apparently didn't get out and, other than my host, only one other person showed up. I felt terrible for the program guy.
I once showed up to a CWRT which had inadvertently invited me and another speaker for the same night. He was local, so he graciously allowed me to speak. (I had driven several hours to get there).
The person who was to take me from where I spoke to their home for the evening failed to attend the meeting and everyone else departed, leaving me stranded with neither a room nor transportation to the city where I was speaking the following night.
Venue was an old church with poor air circulation, bad lighting, rickety little projection screen, and an old projector with a dim bulb.
I've been contacted and asked, but never heard back.
A half dozen, sleepy attendees.
I arrived in a city to speak to a round table, went to the hotel they provided information about, only to discover I did not have a reservation. On inquiry with the CWRT, I received a response of "Oh, we thought you just wanted to know of a nice hotel near our meeting location." I went to another hotel, made my own reservation, and the CWRT reimbursed me for the expense.
Have been fortunate not to have had any. There have been glitches such as a missing projector but have always worked around such with help from CWRT coordinators.
Had a member with his son at a talk and he began asking questions on a topic where he obviously had bad information. I was able to sidestep the question without pointing out he had his facts wrong. I didn't want to embarrass him in front of his son.