



Request for Convergence® Keynote Proposals

Convergence® Keynote

Thank you for your interest in being a Keynote Speaker at Convergence®. The Handweavers Guild of America, Inc. (HGA) is always looking for good speakers and presenters.

HGA's mission is to educate, support and inspire the fiber art community. One of the ways we do this is with Convergence®, our biennial international fiber arts conference attracting more than 1,500 participants for a multi-faceted experience with exhibitions, shopping, fashion show, tours, workshops, seminars, lectures, and more. Convergence® is a 4-day conference followed by 3 days of workshops and tours. A Keynote closes the conference on the fourth day.

Our Audience Is Fiber Art Enthusiasts

HGA's primary members are fiber art enthusiasts with a specific interest in handweaving and an appreciation for spinning, dyeing, basket making and other forms of fiber art. The membership is a diverse group and includes everyone from the novice to the professional. Approximately 65% of Convergence® participants have attended past conferences so new and innovative Sessions will be welcomed. Participants come from all over the United States and from around the world.

HGA is seeking proposals for a Keynote presentation. Proposed keynotes will be evaluated based on overall quality, relevance to the industry, well-defined focus and objectives, relevance and timeliness of the topic, originality of material, and educator qualifications (including the level of speaking experience and expertise). The keynote must be educational in nature and should engage the audience through humor, inspiration, or expertise. Convergence® Speakers are expected to comply with copyright law in selecting materials and images for their presentation and are responsible for their permission of use in HGA's marketing materials.

Non-Compete. The Keynote should be original and should not be given to another fiber art conference or guild in the year leading up to Convergence® or the year following.

Proof of Performance is required for all speakers. HGA strives to offer a balanced program of educational sessions and qualified speakers at our events. Proof of performance plays a strong role in the selection of proposals and is required to make the proposal complete. Accepted forms of proof of performance include:

- Link to a video recording of the proposed speaker presenting a session to an audience (preferred). and/or
- Link to a summary of evaluations from a program the speaker previously presented.

Membership. A membership with HGA is not required but is preferred. Memberships start at \$53/year (subject to change).

Tips for your proposals

- Content is king - If you really want to impress the HGA audience, pack your presentation with powerful content.
- Make it compelling - The HGA audience is composed of weavers, spinners, dyers, basket makers, beginners, professionals, and vendors. Learning levels are diverse, with the majority of attendees being high level/theoretical to mid-level/practical.
- Be authentic and vulnerable - Don't be afraid to speak of failure as well as success.



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- Customize - Be sure your content truly speaks to HGA's audience and is customized to their unique situations. We are particularly interested in presentations that are relevant to the region and history of the conference location.
- Knowledge sharing is the most effective marketing - Sales pitches disguised as education will result in poor ratings and lost opportunities.

Questions to Anticipate on the Proposal Application

- Biography limited to 100 words.
- Presentation title and description (limited to 200 words).
- Why this topic is important to this audience.
- Fiber arts related appearances, accomplishments, including published works, beginning with the most relevant.
- Proof of performance (links to videos, PowerPoint, evaluations, etc.).
- Two references.

Keynote Speaker Compensation

1. **Honoraria** will be paid at a rate of \$300 for a 1-hour presentation. There will be no additional compensation for an audio/visual check prior to the presentation.
2. **Travel Reimbursement** up to \$800. Speakers are responsible for making their own travel arrangements.
3. **Hotel Compensation** will be a complimentary 2-night stay at the Convergence® Hotel. Speaker will be responsible for making his/her/their own reservation and for any miscellaneous fees and services (e.g. food, movies, room service, etc.).
4. **Complimentary Convergence® Conference Registration**, includes daily admission to the Marketplace, Demonstrations, Panels, and Art Exhibits; 1 ticket to the Fashion Show; 1 ticket to the Keynote Speaker; an HGA Tote Bag; and discounted session registration.

Deadlines and Dates

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| April 6, 2023 | Application Deadline |
| May 31, 2023 | Notification |
| June 30, 2023 | Marketing Materials Due |
| July 11-14, 2024 | Convergence® Conference |
| July 14, 2024 | Keynote Presentation |
| July 15-17, 2024 | Convergence® Workshops & Tours |

For more information or if you have questions, please email HGA@WeaveSpinDye.org or call (678) 730-0010.

How to Apply

<https://weavespindye.app.neoncrm.com/survey.jsp?surveyId=108&>