

Unlock the Past seminars — information for host partners

see web site for overview of Unlock the Past seminars
www.unlockthepast.com.au/utp-seminars

We are flexible

- » two-day program — the best value we can bring (see recent example)
- » one-day program — we can offer that too, though with less sponsorship and benefits than two-day
- » speaker only engaged or full Unlock the Past (UTP) participation and benefits
- » choose your own theme / topics and speakers from the six we recommend particularly — or anyone else
- » we can go anywhere in Australia — not just the capital cities. Our currently recommended speakers are from New South Wales and Queensland. Naturally the travel costs will generally be lower to events in these states. But we will go anywhere that can viably support a high-quality seminar program.
- » totally managed by us (risk and hassle free) or we can assist with (add to) an event you organise and run

Unlock the Past seminars are hassle free for our host partners

Local partner societies / libraries will choose the kind of program and speakers they want. They will also advise on venue and do whatever promotion they can in their region. But then we:

- » set up the event web site and online booking form (we can liaise with societies if they wish to also take bookings for members who prefer this)
- » book the venue (but will liaise with partners for advice)
- » cover all costs — venue hire, speakers travel and accommodation, speaker fees, publicity / printing etc.
- » develop good quality promotional leaflets to
 - » supply host partners to distribute wherever they can
 - » send out ourselves to societies and libraries well beyond your own town / district
 - » send out with Gould orders to customers in your state
- » promote the event through all four of our main email newsletters (15,000 subscribers) and our various social media sites
- » manage the event on the day — with assistance if needed from the partner society

Unlock the Past seminars bring added value and drawing power

- » **leading experts / speakers are the best drawcard** — we bring them to you
- » **promotional opportunity in your region** — our two-day seminars in particular are significant enough to attract visitors from across your state — and even from interstate
- » **attract new members / library users** — with 15,000 email newsletter subscribers and an active social media presence, we promote this well beyond your existing membership or library user base
- » **a seminar bookshop and exhibition** of local and visiting partners and sponsors — individual speakers without UTP participation will bring their own publications. Some carry titles by other authors. Events UTP also attend will feature a significant bookshop — with many special offers
- » **sponsors** — we attract local, national and international sponsors who usually contribute special offers and prizes totaling hundreds of dollars or more
- » **seminar special offers** — 10%-50% discount on select products/services (two-day events) and a prize pool between \$200 and \$1000 for one-day events and \$2000 and \$3000 or more for two-day events
- » **store credit** — partner societies / libraries get a store credit on our own publications — normally \$300–\$1000 in value for a one-day event or \$1000–\$1500 for a two-day

You can organise and manage your own events, as some of you do now. We still recommend you consider our Unlock the Past speakers, who can bring with them some of the UTP benefits.

One-day Unlock the Past seminars

- » choose your day — usually Saturday or a week day
- » recommend one or two speakers with five or six talks in the day
- » short introductory talk by host partner — especially for those who are not members or library users
- » If we are not present
 - » a bookshop — speaker's own publication. (some speakers may have other books as well)
 - » prize draw — \$200–\$300 value
 - » store credit on our own publications — \$300–\$500
- » If we are present
 - » a significant bookshop with seminar special offers — usually 10%-50% discount on select products
 - » prize draw — \$500–\$1000 value (our own prizes)
 - » store credit on our own publications — \$500–\$1000

Two day Unlock the Past seminars

- » usually Friday and Saturday
- » recommend two or three speakers with five or six talks each day
- » option to book for one or two days
- » short introductory talk by host partner — especially for those who are not members or library users
- » short introductory talk for sponsors — introduce them and their seminar special offers
- » we will normally be present ourselves and can bring enhanced benefits
 - » a significant bookshop with seminar special offers — usually 10%-50% discount on select products
 - » prize draw — \$2000–\$3000 or more value (our own and from sponsors)
 - » store credit on our own publications — \$1000–\$1500
 - » a wider exhibition — in some cases

Two-day seminars offer the very best value

- » double the program for those who do both
- » second day (of two-day booking) about 50% of the cost of the one day attendance
- » choice of day for those who can't do both
- » better value from the speaker costs factoring into the admission price. The travel cost is fixed whether one day or two and accommodation and speaker fees add about 50% more for two days, not double!

Sponsorship

Unlock the Past has always offered sponsorship to event organisers — publicity and prizes. We have in turn attracted sponsorship from leading international and Australian partners for our own major events, e.g. 2016 Australian expo and 2017 national roadshow. We expect this to continue and add great value to future major events — in particular our two-day seminars. We have set up a partners' / sponsors' page on our web site. Watch out for sponsor developments in early 2018.

A note on speaker fees

The speakers we particularly recommend are experts — professionals in their field, with many years /decades of experience. They all write books and many teach courses and/or do webinars. They are all internationally recognised and lose nothing alongside the best from overseas. They deserve and expect to be paid for their services. In addition to the time out to present they also take time to travel and prepare / update their presentations.

Costs

This will vary with each case depending on the numbers expected to attend and cost of speaker travel and accommodation. Speakers are paid for their time and expertise. Venue hire is also a factor, as is the number of attendees expected. Our 2017 seminars (all in capital cities) were \$57 for one day and \$87 for two days. This would generally be an upper limit — if costs can be kept moderate for the expected numbers it can be lower.

Numbers — how many are needed to support a seminar

We need enough to support the costs involved. It may be possible with 30 people, but more likely we would need 50 or more. Bear in mind full Unlock the Past participation will bring with it much wider publicity and drawing power, especially for a full two-day program, which would generally be publicised state wide.

Food

Options

- » a club (RSL, sporting or similar) with its own cafe, and bar is often simplest
- » a venue with cafe close by may be OK
- » bring your own — if the venue allows
- » Subway platters ordered — at cost — for those who want it
- » host provides sandwiches, cakes, etc. — at moderate cost
- » tea / coffee should be arranged if the venue does not offer this

Where to from here?

- » visit www.unlockthepast.com.au/utp-seminars for more details
- » register your interest early — even before dates or themes are chosen
- » if there is a clash with the preferred date and speaker (and UTP participation), the first option will be to the earlier inquirer

MORE INFORMATION

www.unlockthepast.com.au/utp-seminars

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