

# Report on Tech Couture Webinar - Dec 18, 2022

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The second in a series of webinars by the Silicon Web Costumers Guild (SiW) took place on Sunday, December 18, 2022. The webinar was made possible in part by a grant from the International Costumers' Guild (ICG) Marty Gear Costuming Arts and Sciences Fund. This is a report on the webinar in partial fulfillment of the grant requirements.

## Topic and Presenters

Sahrye Cohen and Hal Rodriguez are the authors of the DIY Electronics book [Make It, Wear It: Wearable Electronics for Makers, Crafters and Cosplayers](#), and founders of the tech couture designer group [Ampted Atelier](#). Tech couture blends traditional sewing techniques with computer assisted fabrication and wearable electronics.

Sahrye and Hal presented about the design, materials, and construction techniques that they use for their fashion pieces and wearable electronic costumes. They also share DIY electronic projects and tips for making costumes that light-up, make sound, and move.

## Promotion

The webinar was announced first to SiW members for a period of a week before being announced to members of the ICG for a period of a week. At that point, it was announced and promoted to the general costuming community through a posting on Facebook that was shared by the board and other chapter members. It was also promoted to several affiliated organizations with an interest in the topic, including the Greater Bay Area Costumers' Guild, the Time Travelers Costumers' Guild, and the ICG Props and Costume FX SIG,. The event also appeared as a featured event on the SiW [Calendar](#) web page. Finally, articles on the webinar ran in the SiW *The Virtual Costumer* magazine and the ICG *International Costumer* newsletter.

## Registration

The webinar used the ICG Zoom platform. The ICG license allows up to 100 attendees. Since we did not know how many attendees to expect, we required pre-registration for the webinar using the Zoom registration system. The registration form asked for limited information about registrants, including an email address that we could use to remind registrants before the event, and demographic information to analyze audience interests and affiliations.

## Presentation

The presentation ran for around 90 minutes including introductions, instructions on using Zoom, and questions. Attendees were encouraged to hold more detailed questions until the end but were welcomed to ask short questions about what was being discussed during the presentation using the chat feature.

Hal took on the role of monitoring the chat and relaying relevant questions during the presentation. Attendees also used the chat to post additional information to the chat session.

Attendees were kept in a waiting room until shortly before the presentation started to give the speakers a chance to sign in and ensure that everything was working correctly. It is a good practice to post a chat message to the waiting room to let attendees know that the webinar will begin shortly, especially if there will be a delay in getting started.

## Presentation Recording

The presentation was recorded, and the recording was later edited and uploaded to the SiW YouTube channel. The speaker release form gives the speaker a choice of whether the recording can be made publicly available (preferred) or is only available to SiW members in addition to webinar attendees. Sahrye and Hal chose to make the recording generally available. Sahrye and Hal did not have presentation slides to share.

## Speaker Honorarium

SiW offered an honorarium to the speaker for giving the presentation. The Marty Gear Fund grant provided a certain amount for this presentation, and the chapter matched that amount. The speakers plan to produce an article based on her talk for the May 2023 issue of SiW's *The Virtual Costumer (VC)* magazine for no additional fee Sahrye had previously authored an article for *VC*.

## Evaluation

We had 27 attendees register for this webinar and the SiW board considered it to be successful.