

Report on Ukrainian Wedding Towel Webinar - Sept 18, 2022

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Oct 12, 2022

The first in a series of webinars by the Silicon Web Costumers Guild (SiW) took place on Sunday, September 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

Ukrainian folk artist Vera Sukhorukova joined virtually from her home village outside the capital of Kyiv. Her presentation was about traditional and modern embroidered Ukrainian wedding towels (Rushnyk). These towels play important roles in a traditional Ukrainian wedding ceremony.

Vera talked about and showed pictures of these elaborately embroidered towels, from ancient times and those being made now. She also showed various stitch techniques and discussed the meaning of symbols used in the embroidery patterns. Many of the stitches she showed are also useful to costumers who are looking for ways to add decorative enhancements to what they make and wear. She was assisted by her friend and volunteer translator Oleksii Kryvenko who lives in Kyiv.

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 and the Peninsula Wearable Arts Guild. 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 two hours 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.

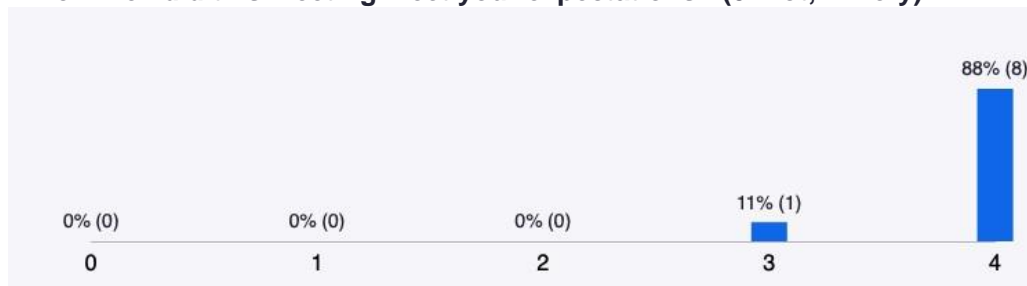
Oleksii took on the role of monitoring the chat and relaying relevant questions to Vera during the presentation. Attendees also used the chat to post additional information about embroidery terms and links to related resources to the chat session.

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.

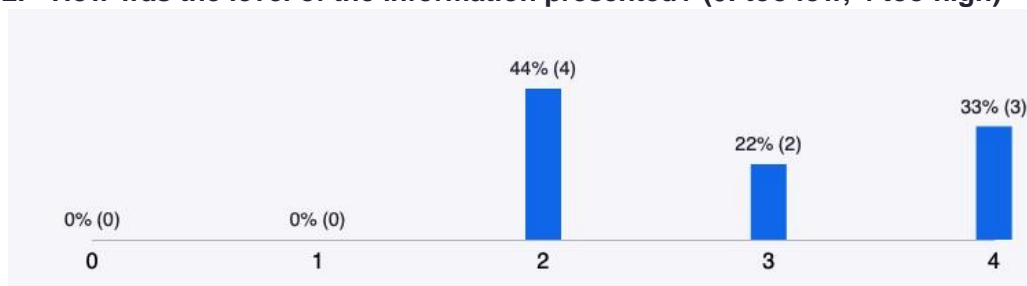
Survey

Zoom allows setting up a post-webinar survey for attendees about their experience and feedback. Here are the responses from the post-webinar survey. There were 9 responses out of 17 attendees.

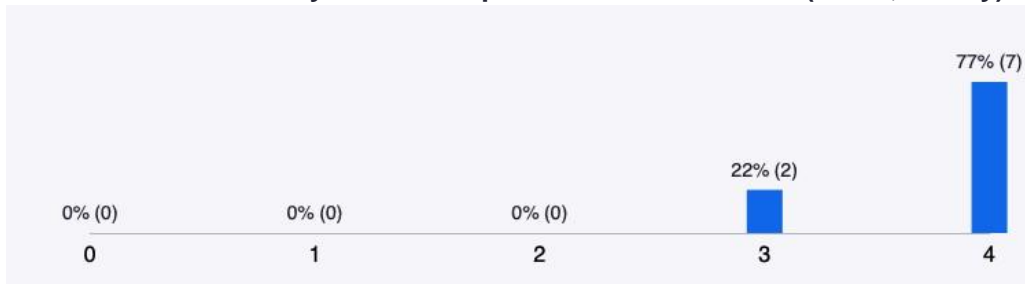
1. How well did this meeting meet your expectations? (0: not, 4: very)



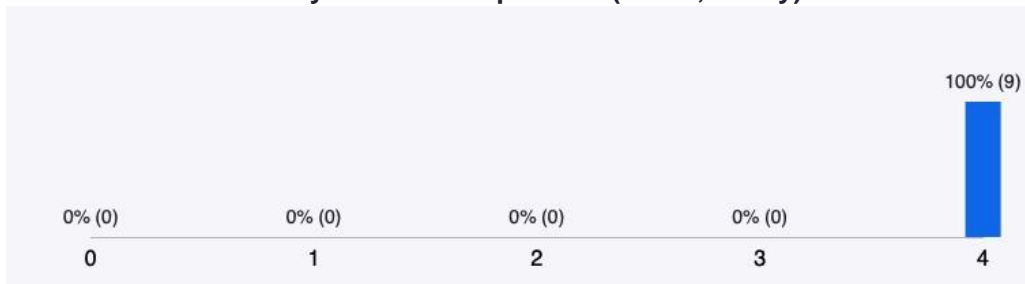
2. How was the level of the information presented? (0: too low, 4 too high)



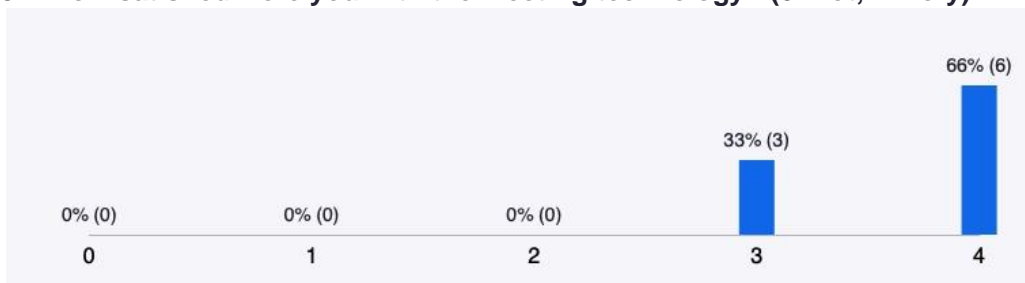
3. How satisfied were you with the presentation materials? (0: not, 4: very)



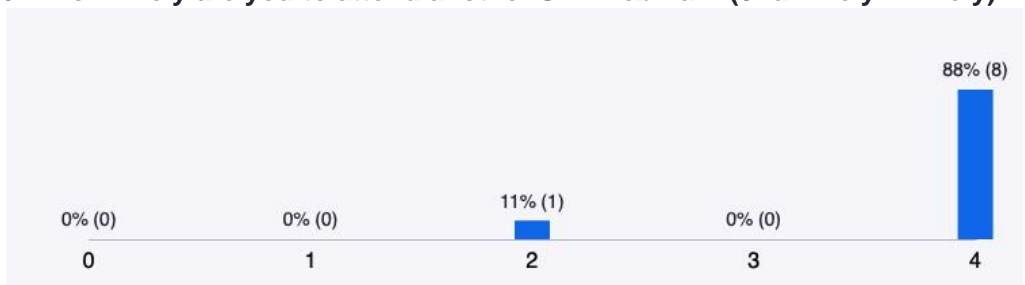
4. How satisfied were you with the speaker? (0: not, 4 very)



5. How satisfied were you with the meeting technology? (0: not, 4: very)



6. How likely are you to attend another SiW webinar? (0: unlikely 4: likely)



7. What other feedback would you like to provide?

- The presenters were very responsive to questions.
- I loved it. It was a very different subject matter than I would normally expect from a costume group. Very refreshing and interesting.

- This was a really fantastic presentation, I thoroughly enjoyed it, and am very happy that the presenters were willing to share their knowledge.
- Would like to know who was recording and if recording is available to members afterward.
- A great start. Sad that there weren't a lot of participants.
- I hope we will be able to continue these for a long time.
- It was great. 200 characters too < for meaningful feedback

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. Vera chose to make the recording available only to SiW members and attendees.

To do this, we used the "Restricted" option on the YouTube recording that makes it available only to those with a direct link. The webinar was added to a new [Webinars and Workshops](#) page on the SiW website with a link that requires a member password. We sent the link to those who registered for the webinar as well. Vera also made her presentation available to SiW members through a link on the webinars page with the same password as for the presentation.

For recordings that are restricted to SiW members, we also create a short preview video that is publicly available so non-members can decide whether to join to access the full webinar presentation recording.

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. Attendees also had an opportunity to make a donation to the chapter and designate it for the webinar presenter. The speaker received an additional amount from the grant to produce an article based on her talk for an upcoming issue of SiW's *The Virtual Costumer* magazine.

Evaluation

Although we had hoped for more attendees, the SiW board considered this first webinar to be successful. It also enabled us to establish a foundation for how to set up and run webinars. The board has decided to move forward with the series by authorizing at least three additional webinars through mid-2023. The chapter is now lining up additional speakers for future webinars on a variety of topics of interest to members and the costuming community as a whole.