

Report on Wigs Webinar - March 12, 2023

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The fourth in a series of webinars by the Silicon Web Costumers Guild (SiW) took place on Sunday, March 12, 2023. 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

Kendra Van Cleave will discuss how costumers can make and style wigs for many types of costumes. She will also talk about her book, [18th Century Hair & Wig Styling](#), which includes a section with step-by-step guides for creating and working with wigs of all kinds.

Van Cleave is a fashion historian, academic librarian, and award-winning costumer. She is on the board of the Costume Society of America Western Region, and is a past president of the Greater Bay Area Costumers' Guild.

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.

SiW Secretary Kathe Gust 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. Kendra chose to make the recording publicly available and also shared her presentation slides on the “Webinars” page of the SiW website.

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. .

Evaluation

We had 77 attendees register for this webinar and the SiW board considered it to be very successful.