Welcome to the world of hosting a Hartt@Home event in your home. You will find everything you need to get started planning your event all the way through to having a successful one that you and your guests will remember for a long time. In this document, you will find:

1. **The Role of the Event Host defined**
2. **A template Event Planning checklist**
3. **Frequently Asked Questions**

**The Role of the Event Host**

The Host is anyone who volunteers to hold a Hartt@Home event in his/her home. The Host and the Coordinator work closely together to create an event that pleases the Host’s audience, provides an opportunity for the student, and brings new people into Hartt’s audiences.

The Host is:

- Typically an alumnus or a board member
- May be a faculty member
- May be anyone who wants to support Hartt and the University, and may be directly associated with the University or not

**Activities/Characteristics of the Host:**

1. Contact or accept an invitation from the Coordinator to indicate interest in hosting a Hartt@Home event.
2. Provide Coordinator with information about the home, and the room in which the concert will take place.
3. Specify guidelines about when an event can be scheduled, and in particular date ranges that should be avoided.
4. Work with the Coordinator to pick a date that meets these criteria:
   a. Hartt can offer a performance on a desired date.
   b. Performance meets with the Host’s preference. There is no guarantee Hartt@Home can supply exactly what the host desires, but the Coordinator and Faculty Liaison will use all best efforts to do so.
5. **Pianos:** If the Host owns a piano, and intends to present an event which uses it, provide information about the piano in the home. Manufacturer, model, and year built if known.

Contact: Dave McLellan at hartthome@hartford.edu or 978-500-2546
a. NOTE WELL: owning a piano is not a requirement to be a Host. Many student performers will not require a piano.
b. Host agrees to have the piano tuned before the concert, if needed.

6. Once the date is established:
   a. Choose and invite guests. Invite whomever will enjoy the social and musical aspects of the event.
      i. Invite as many guests as will comfortably fit in the home.
      ii. Allow for a Hartt board member and/or the student’s faculty sponsor, and if possible one guest of the student.
      iii. If you use an electronic invitation service such as Evite or Punchbowl, please send an invitation to the Coordinator.
      iv. Act as first point of contact for students or studio teachers of students who have or will have a concert performance that meets the criteria for presentation through Hartt@Home.
   b. Schedule piano tuning if applicable.
   c. Plan the social aspects of the event. There is no prescription for the structure of the social part of the event. Hosts often provide or arrange for informal food and drink or a more formal meal. The Host may use a caterer, may prepare all the food at home, throw a potluck dinner, or do nothing – just have the concert. The Host creates an event that fits with his/her own comfort, and that of the guests.

7. Use the Coordinator as a resource for ideas about event structure and atmosphere, deciding on guest list, food and drink, seating, etc.

8. Notify the Coordinator about any specific concerns about the home, the event, guests, etc.

9. EMAIL: Be responsive to email about the event from the Coordinator. The Host will usually not hear directly from faculty or students about the event unless they are personal acquaintances or friends.

10. Prepare the home for an enjoyable experience for the guests and the performer. It is the Host’s prerogative and responsibility to make the home ready as he/she sees fit.

11. Prepare to enjoy the event, the guests, and the concert.

12. Alumni hosts will receive a thank you letter from the University Alumni Relations office recognizing their support of the Hartt@Home program.

13. Faculty hosts: the only constraint on faculty hosts is to host a performance given by a student outside his/her department or specialty.
Event Planning Checklist

On the following pages you will find a template event planning checklist. Once you and the artist, with the help of the Hartt@Home coordinator, have selected a date, a checklist with information specific to your event, with all relevant event details and contact information will be provided to you.

Hartt@Home Event: **JOE ARTIST (SAMPLE)**
Event Checklist for Host

<table>
<thead>
<tr>
<th>Date</th>
<th>12:00:00 AM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>Guest Arrival/Performance: 3:00 PM / 4:00 PM</td>
</tr>
<tr>
<td></td>
<td>Artist/Engineer arrival time: 2:00 PM</td>
</tr>
<tr>
<td>Host</td>
<td>FRANK AND BETTY HOST</td>
</tr>
<tr>
<td>Host Address/email/ phone</td>
<td>1234 Main St, Anytown, CT</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:frankhost@yahoo.com">frankhost@yahoo.com</a></td>
</tr>
<tr>
<td></td>
<td>890-123-5678</td>
</tr>
<tr>
<td>Artist contact/email/phone</td>
<td>Joe Artist</td>
</tr>
<tr>
<td></td>
<td>123-456-7890</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:joeartist@hartford.edu">joeartist@hartford.edu</a></td>
</tr>
<tr>
<td></td>
<td>123-456-7890</td>
</tr>
<tr>
<td>Engineer/ email/phone</td>
<td>Bill Engineer</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:billeng@hartford.edu">billeng@hartford.edu</a></td>
</tr>
<tr>
<td></td>
<td>456-789-0123</td>
</tr>
</tbody>
</table>

_______________ Initial home visit with coordinator
_______________ Agree on date and time with artist/coordinator
_______________ Send out invitations Date sent: ______________________
_______________ Plan for refreshments
_______________ Home visit with artist and engineer
_______________ Have piano tuned if it applies within 1 week of event
_______________ Give audience count to coordinator 1 week before event
_______________ Write a paragraph about your experience within a week after the event
Permissions (please check all items which you grant Hartt@Home permission)

**Guest Book:** Guests sign optionally with email and/or phone, and may indicate interest in:
- Receiving a voucher for 2 free tickets to any ticketed event on the University campus
- Receiving the Hartt Performance Calendar notices
- Indicating interest in hosting a Hartt@Home event

__________ I permit Hartt@Home program to bring a guest book for guests to optionally sign in.

**Pictures and Video:** Hartt@Home MC (a board member) may take photos and video of the performance. Photos and videos may be shared by The Hartt School public relations department for publicity. Host names and street addresses are NOT shared publicly.

__________ I permit Hartt@Home program to take photos and videos of the event at my home

**Accepted Student Invitations:** When possible we try to invite accepted students to Hartt@Home performances. Such invitations are made only when the student’s calendar and the geography align with the event, and only with host permission and when space permits.

__________ I permit Hartt@Home program to invite an accepted student and a parent to the event at my home

**Community Division:** When possible we try to invite Hartt Community Division students to Hartt@Home performances. Such invitations are made only when the student’s calendar and the geography align with the event, and only with host permission and when space permits.

__________ I permit Hartt@Home program to invite one or more Community Division families to the event at my home.

**Artist promotional material:** Some artists are already emerging professional performers, and may have promotional literature (including their own performance calendars) they wish to distribute. This is only done with host permission, and guests make optionally take literature.

__________ I permit the Hartt@Home artist for the event at my home to bring his/her own promotional materials to distribute.
Hartt@Home 2017-2018

What is Hartt@Home?
Hartt@Home is an audience development initiative administered by the Julius Hartt Foundation Board of Trustees Audience Development committee. The program matches a Hartt performer with an individual or group that agrees to host a performance in their home. The host agrees to provide a comfortable atmosphere in the home and to create an audience for the performance by engaging their social networks. Hosts draw listeners from their friends, family, business associates, and other sources. Hartt@Home is a professional development opportunity for student performers, and also plays a key role in rekindling and deepening relationships with Hartt and University alumni and supporters.

Who do I contact to indicate interest in hosting?
Contact the Hartt@Home coordinator at the University of Hartford email address hartthome@hartford.edu. Though the coordinator may change over the years, the program email address will never change. If you wish to contact the coordinator by phone, you can see the direct contact information in the footer of this document.

Who are the performers?
Hartt@Home performers are primarily Hartt graduate and undergraduate students in performance degree programs. They are pianists, string players, wind players, guitarists, harpists, and singers. They are mostly classical musicians, but students in the Jackie McLean Institute of Jazz also give Hartt@Home concerts.

Being in a performance degree program is not a requirement to give a Hartt@Home performance. Many students in non-performance majors (Music Education, Music Management, Acoustics, for example) have given outstanding Hartt@Home performances.

Hartt faculty members occasionally are featured in special Hartt@Home presentations.

Do I have to have a piano?
A piano is not required to host Hartt@Home performances. There are many types of artists who do not need a piano: solo guitar and harp, chamber groups such as string quartet, wind and brass quintets.

I have a piano, is it good enough?
If a host has a piano and is interested in using it in a Hartt@Home event, we will bring one of our pianists to try it out during the initial venue visit. In general, we insist that the piano must be a good quality grand piano, and not an upright or spinet. We do check the piano for its suitability in two classes of use: solo piano recital and for collaborative use in chamber music and accompaniment. The details of the differences are discussed during the venue visit.

How much space do I need in the performance area?
Hartt@Home performances are held in a wide variety of spaces, usually living rooms, great rooms, or similar rooms in a home. A reasonably sized living room that could seat roughly fifteen to twenty people in folding chairs would be considered adequate. The program has never disqualified a host because of a small performance area. Factors also include the space required for the performers and the recording engineer and equipment. The coordinator can provide assistance when discussing space requirements and audience capacity.

How many people should I have in the audience?
Consider that your audience should be no bigger than can fit in the space with room to move around, in and out of the space (restroom use, refresh a wine glass, etc.). The home visit is the first step to plan for an audience size.

The Hartt@Home program coordinator can, at the request of the host, help supplement the audience by inviting local alumni, board members, Hartt Community Division families, and other interested parties.

**Who should I invite?**

Friends, family, and business associates are usually the first pools of guests that hosts draw from. Arts supporters, arts management executives, radio, TV, and print representatives are also good listeners. If you have an important or well-known guest attending, let the program coordinator know.

**Other than the performers, who comes to the event from The Hartt School?**

Every Hartt@Home event is also attended by at least one board member who acts as informal MC for the event. With the host’s permission, and space and schedule permitting, we ask that the student’s studio teacher also attend. A Hartt recording engineer (undergraduate student enrolled in the recording technology program) also brings equipment to produce a professional audio recording.

**Does it cost anything?**

There is no specific fee, payment to The Hartt School, or any artist, engineer, or any administrative personnel associated with Hartt@Home events. The only costs a host may incur relate specifically to mailing of invitations and other publicity the host chooses, the choice of food and beverage, and any other costs the host chooses based on the specific event.

**I live outside of Connecticut. Can I be a Hartt@Home host?**

Definitely! We have plenty of hosts in the Connecticut, but many in Massachusetts, some in New York, and the list is always growing. A general rule of thumb is that performers and engineers should not expect to travel more than two hours by car.

**Can I ask for a specific type of performance?**

Yes, the host can state a preference, which we try to satisfy, but there is no guarantee that we can meet the request. The factors include performance space size, whether there is good grand piano, scheduling issues (matching performer and host calendars), and artist availability. Flexibility with schedule helps getting the type of artist you prefer.

**I’m having a party and would like background music. Is Hartt@Home the right choice?**

No, Hartt@Home performances are not suitable as background music for social (and noisy) events. A Hartt@Home performer plays a concert for an attentive audience who listens actively and can interact with the performer as well. If you are looking for a group to supply background music, please visit The Hartt School Gigline page here: [https://www.hartford.edu/hartt/resources/gigline.aspx](https://www.hartford.edu/hartt/resources/gigline.aspx).

**Are the artists paid?**

Hartt@Home artists are not paid for their performance. Every artist views Hartt@Home as an opportunity to represent The Hartt School, to take advantage of another chance to run a degree program prior to the graded performance, and/or to get extra exposure to audiences. Sharing great music through exceptional artistry and
social interaction is a great responsibility of a gifted musician, dancer, or actor. Hartt@Home is an ideal training ground for developing that citizenship.

**How long does a Hartt@Home concert program last?**

The performance generally lasts about 60-75 minutes without intermission, about 90 minutes with intermission. If a student is preparing for a degree recital, you can expect an intermission program. Chamber music may or may not use an intermission, jazz events generally do not, and vocal studies programs do not.

**What is the timeline for a Hartt@Home performance?**

The main requirement is that hosts provide a pleasant space for a performer to share an exceptional program with an appreciative audience. Although hosts are free to structure the event at their home as they wish, the most successful and memorable events have the following characteristics:

1. Guest arrival: social mingling, light food and drink, about 45-60 minutes. Some artists are comfortable with mingling before the performance; others prefer quiet time before performing.
2. Performance: about 60-75 minutes without intermission, about 90 minutes with intermission.
3. Reception: Continued social mingling, especially with artists, as long as everyone is having a good time.

**Do I have to ask guests for donations to The Hartt School?**

Absolutely not. Hartt@Home is a friend-raising program, and we never ask for donations to The Hartt School. We are committed to the social and artistic experience of a Hartt@Home event, and explicitly introduce the events as friend-raising activities, not fund-raising. We won’t turn down a donation; some listeners have enjoyed the experience so much that they become regular supporters of The Hartt School.

**I would like to host, but my home isn’t right for such an event. Can I still host?**

Yes, although each situation is different. The best approach is to partner with a friend who shares your excitement, and host at his or her home. If you live in an apartment building, consider using a common space (which may require approval from building management). We do use some non-home venues such as churches, libraries, and other facilities, but each of those has a specific host (person or group).

More important than the actual venue is the role of host; we rely on hosts to assemble audiences from their own social networks. We also rely on hosts to be creative about venues if their own homes don’t fit, and we can help you choose a venue if your own home doesn’t work.