



September 2024

Materials Writers SIG

JALT

Dear JALT Sponsor or Materials Creator,

The Materials Writers Special Interest Group (MW SIG) of the Japan Association for Language Teaching (JALT) invites textbook authors and other materials creators to participate in our new online event series, Meet the Maker (MtM). MtM is an online presentation and interview series featuring textbook authors, app designers, game developers, and other materials creators. JALT Sponsors, such as publishers or distributors, may support an individual presenter, or independent publishers may represent themselves. JALT Sponsors are encouraged to contact their authors by forwarding this invitation letter and inform them of this opportunity.

The event is divided into two parts: in the first half, the presenter showcases their work, offering a unique opportunity to speak directly to English teachers across Japan. The MtM program should focus on a single product or series, rather than a broad range of materials.

The second half features an interview with an MW SIG Officer, exploring the creative process and business aspects of the materials. The MtM series is a platform that benefits educators, students, publishers, and authors alike. We invite you to join us in making your product and the MtM series a great success.

Format:

Live online event, via Zoom or similar application, approximately 80 minutes

Presentation and Interview, conducted in English

Example Schedule:

Times and content are flexible and can be adjusted based on the presenter's requests.

- **00-05 TIME 5 minutes:** MW SIG Introductions, Sponsor/Publisher talks about their services
- **05-35 TIME 30 minutes:** Presenter gives a slideshow about the textbook or other material
- **35-65 TIME 30 minutes:** Interview about the textbook/materials, the creative process, and related business issues
- **65-80 TIME 15 minutes:** Open Q&A with the audience

Programs may be scheduled anytime, though 8:00 PM on Sunday is recommended as a default. Total time: 80 minutes

Why Participate?

- **Visibility:** Present your product to a wide online audience across Japan, including both JALT and non-JALT members.
- **Promotion:** The event will be promoted by the MW SIG and recorded for further exposure on the [MW SIG YouTube channel](#), which sponsors and presenters can access and share.
- **MW SIG Showcase:** Presenters have the opportunity to upload their materials to the [MW SIG Showcase](#), an online gallery of educational materials. A new webpage will be created to highlight the MtM program. This page will include links to the materials and also the video recording.
- **Publication:** Presenters have the opportunity to publish an article in the MW SIG publication, "[Between the Keys](#)" as a Shift Key issue, which is simply a short abstract or summary of the presentation.
- **Engagement:** Interact with participants during the Q&A, and receive contact information from those who opt to share for follow-up communication.
- **JALT Benefit:** For official JALT Sponsors, this event contributes to your sponsorship benefits for JALT's annual conference, determining sponsorship level, number of conference tickets, and table location.

Contribution

The MW SIG suggests a base contribution of 20,000 yen for an 80-minute program. For inquiries about other contribution amounts, please contact us.

Application

Presenters can apply here <https://tinyurl.com/MTM-MWSIG> or scan the QR code.



For questions, contact MW SIG at the email below. We look forward to collaborating with you.

Regards,

John Carle

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Materials Writers SIG President

Japan Association for Language Teaching

