

Dear Illustrator

The AOI is commencing work on a special issue of the Journal focussing on illustration agents. In particular we will be looking at the agent/artist relationship and the current state of business practice. As a starting point we are collecting data and hope that you can help us in this exercise by answering the questions in the following survey. Many of these questions may appear 'sensitive' but ones we feel are necessary to ask in order to build a detailed and accurate picture. Please send your replies by e-mail to aoinews@btinternet.com or if you prefer by post to the AOI office at 81 Leonard Street, London EC2A 4QS marking your envelope 'Agents Survey'. Please feel free to respond anonymously. All replies will be treated with the strictest confidence.

The results of this survey and accompanying texts will be published in the AOI Journal in 2002. We thank you for your assistance.

Regards
AOI

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- Are you currently represented by an agent in the UK?
- How long have you been with this agent?
- Do you have a written contract with your agent?
- Do you consider the relationship to be on an equal footing?
- What percentage commission does your agent take?
- Approximately what percentage of your income does your agent generate?
- Have you been represented by a different agent in the past?
- What would make you feel the need to change agents?
- How long do you give an agent to make things work for you?
- Does your agent represent you exclusively across all areas of the industry?
- If not, in which areas do you act independently ? i.e. editorial/ publishing etc.

- Do you incur any additional expenses with your agent aside from promotion?

- Are your promotional costs split with your agent in the same way as your agents commission percentage? i.e. 75/25 etc.

- Do you receive documentation to this effect?

- Do you make a fair or reasonable return on this promotion?

- Do you also promote yourself independently?

- Do you receive regular information about where your portfolio has been and who has seen it?

- How often is your portfolio updated?

- Who updates it you or your agent?

- If you are featured on your agents website are you supplied with 'hit' statistics?

- Which of the following documents do you receive from your agent?
Copy of the order/commissioning form from client to agent
Order form/job sheet from agent to artist
Copy of agents invoice to client
Copy of clients cheque to agent

- As part of the paperwork you receive, are the rights/usage that the client has purchased properly specified?
- Do you ever part with copyright?
- Is there a standard term for payment after completion of a job, i.e. 28 days?
- Should the agent's business fold, do you know if the agent would be personally liable or would it be a company liability?

- What, if anything, would improve the business relationship with your agent?

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The Association of Illustrators
<http://www.aoi.co.uk>
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