

# HANDBOOK ON

ME? DEMONSTRATE?

I'M TOO BUSY.....  
I DON'T KNOW HOW...  
I NEED MY REST.....

Excuses ELLEN

WELL.....MAYBE  
NEXT YEAR.

YOU'VE GOT TO  
BE KIDDING!

Shocked SCOTT

UH, HOW ABOUT  
SOMEONE ELSE?



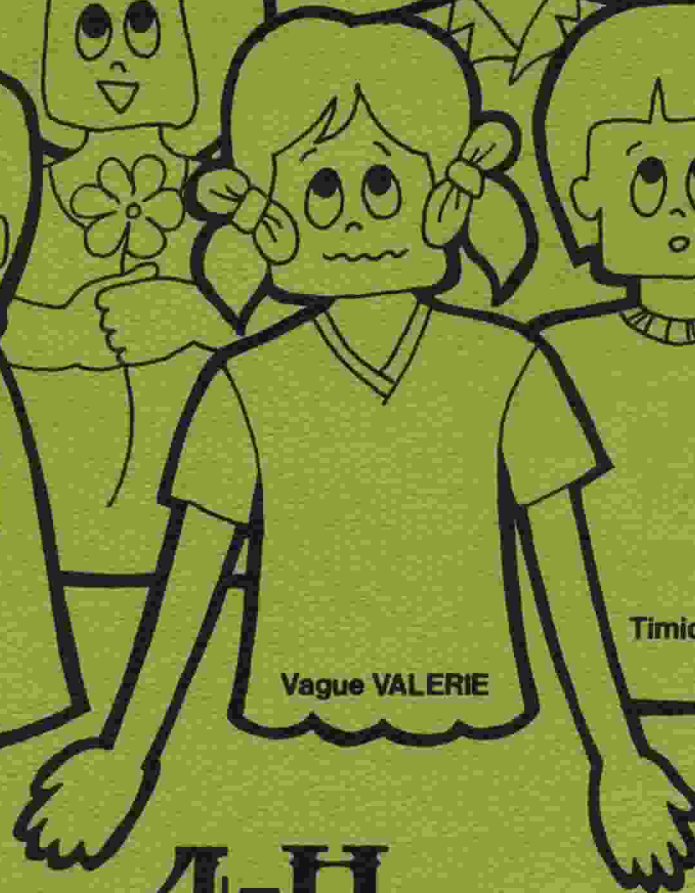
Pass-the-Buck PAUL



Excuses ELLEN



Shocked SCOTT



Vague VALERIE



Timid TIM

# 4-H DEMONSTRATIONS

### **THE AUTHOR**

Betty Zane Shimabukuro is Associate State Leader, 4-H/Youth, Hawaii Institute of Tropical Agriculture and Human Resources, Cooperative Extension Service, University of Hawaii.

### **ACKNOWLEDGMENTS**

The author wishes to express her appreciation to the following individuals who assisted in this publication: Deborah J. Shiroma and Lynnetta Uyesato.

## "ME? DEMONSTRATE?"

If you are afraid to demonstrate, don't be.

If you think you've got to be an expert in a subject and a professional demonstrator, relax.

To demonstrate well, you only need to get your ideas across simply and clearly.

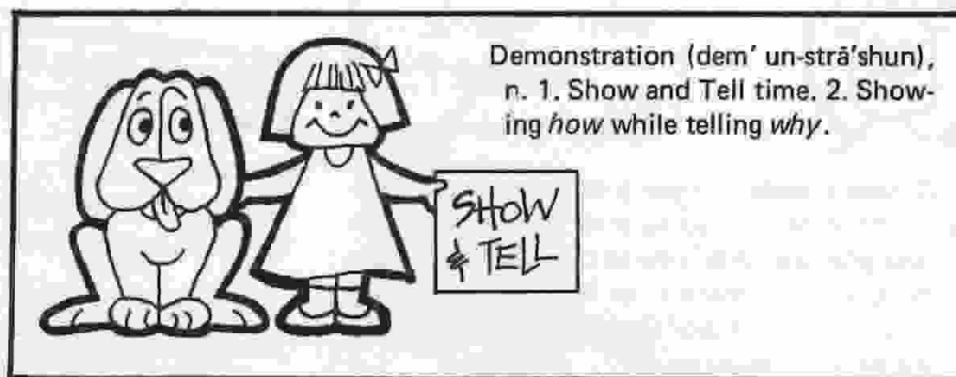
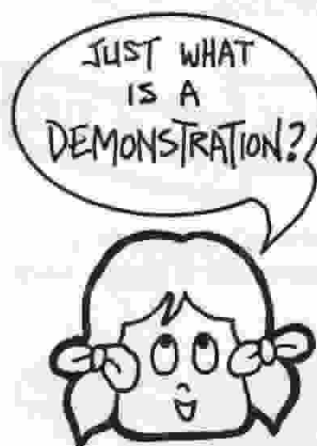
It's not easy. But it *is* easier than you might imagine.

**FIRST**, you must want to demonstrate well. If you stayed *this* far, you must really want to do so.

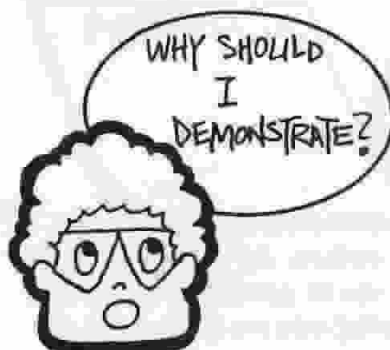
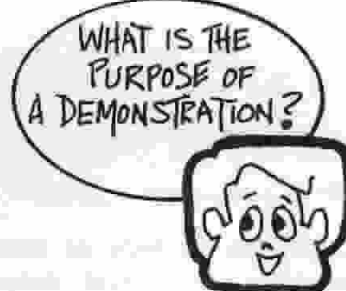
**SECOND**, you must be willing to work hard. Preparing means work—and that's what it takes to do anything well.

**THIRD**, you must know and follow some basic guidelines.

Still here? Follow on . . .



1. *Teach* how to do something, how to make something, or how something works.
2. *Persuade* others to try new or improved ideas.
3. *Train* demonstrator (that's you) to *communicate* clearly, *be informed*, *be organized*, and *be poised and confident*.



Demonstrations help 4-Hers to "Learn by doing" and others to "Learn by watching." Most people learn and remember what they see rather than what they hear. Demonstrations are effective, and can be a FUN way to teach.

As a demonstrator, you learn to make decisions, organize yourself and become an "expert" on your topic. You gain confidence and poise as you become a better communicator.

Demonstrations with a PUNCH!!!



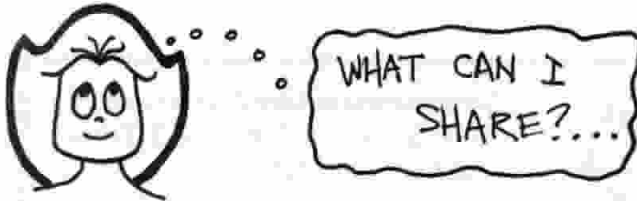
Effective demonstrations are *simple*, *organized*, and *practical*. Subjects should be interesting, worthwhile, and informative, to you and your audience. Make your demonstration real, using the "real thing" if possible and practical. If not, come as close as you can to demonstrating the real thing.

Have fun with your demonstration, enjoy it and so will your audience. Be creative, be yourself, and most of all, be prepared. "By failing to prepare, you are preparing to fail."

## ✓ DEMONSTRATION PREPARATION CHECKLIST



☐ **Decide to demonstrate.** You have nothing to lose and everything to gain. Remember, no guts . . . no glory!



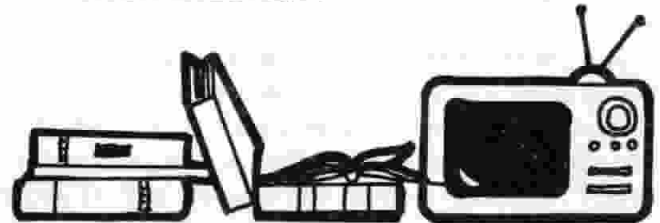
☐ **Choose a topic.** Choose a topic that is interesting, worthwhile, related to your project, informative and practical. Ask yourself, "Can I teach how to do it, how to make it or how it works? Will others want to try it too? Can I learn something by doing a demonstration on it?"



☐ **Decide on type of demonstration, individual or team.** Individual demonstrations are more flexible, fairly simple and are easier to prepare, practice and present than a team demonstration. Coordinating a team demonstration takes more effort, but it is a good way to learn teamwork and cooperation. Ask yourself, "Can I best do this myself or with someone else?"

A team demonstration subject should have enough information for both members to have plenty to say and do. In a team demonstration, work together on an equal basis, alternating the responsibility of telling and showing at natural intervals.

Decide together what each person will say and do. Always be interested in what your team member is saying or doing. Allow all team members to share in answering questions.

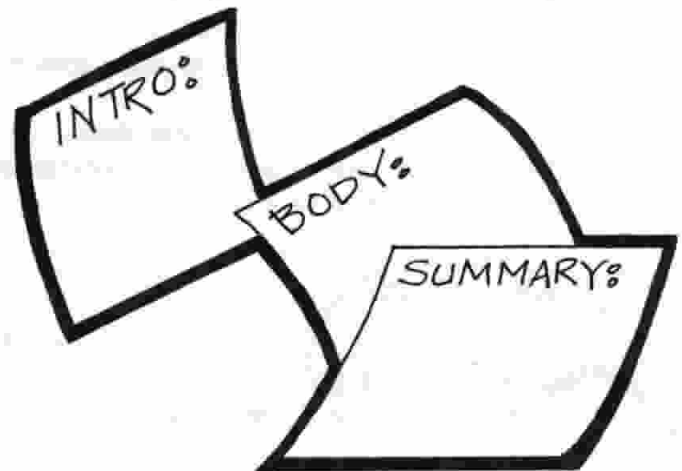


☐ **Know your subject.** Be accurate and up-to-date. Learn as much about your topic as possible. Read books, magazines, talk to people, look at films and television for information.



☐ **Select a title.** A title should suggest or give a hint as to what the demonstration is about. Keep it simple, but be creative.

Try something like, "Get a Little Culture" or, "Wood You Know It?" instead of "Making Yogurt" or "Identifying Trees." Give it a little zing!



☐ **Prepare a written outline.** An outline is like a map, it shows where you're going and keeps you on track. Plan ahead what you are going to do and say.

Select one or a few key ideas to stress. Set a time schedule and plan how much you can do in that time.

Divide the demonstration into three major parts: the Introduction, the Body and the Summary.



☐ **Prepare the introduction.** The introduction gets the attention of the audience and tells the purpose of the demonstration. It should be brief, original, and a follow up of the title.

Use attention getters to "grab" your audience, such as, asking a question, stating a problem, wearing a special costume, showing a good visual, displaying a finished product, or telling a related joke or story. Use showmanship, but make it blend tastefully and effectively with your demonstration.

Tell your audience what you will teach. Tell them why you feel your subject is important or why it might help them in some way.

Be sure to introduce yourself and your subject if that has not been done.



☐ **Prepare the body.** The body of the demonstration should show and explain the steps in the process.

Stress the key point(s) you selected, following a logical order. Prepare a step-by-step description, telling and showing what to do, how to do it, why it is done and why you are using a particular method.

Use effective, colorful language, correct pronunciation, and complete sentences. Use your own words, but avoid personalizing your speech with phrases like "my flour" or "you should use French seams because . . ." Instead, say "the flour" or "French seams are best because . . ."



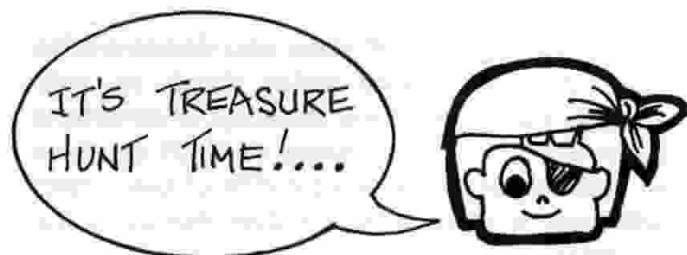
☐ **Prepare the conclusion.** Briefly summarize the key point(s). Repeat important points the audience should remember.

Don't give away the closing . . . "In closing . . ." and don't apologize . . . "I'm afraid I've taken too long."

Make an interesting and a logical ending. Don't just stop talking, suggest how the information may be used, show the finished product, allow time for and encourage the audience to ask questions.

When questions are asked, repeat the question, then answer it as best as you can. Don't be embarrassed to say you don't know the answer. Refer the questioner to a resource where they might find the answer.

Thank the audience for their interest and attention. You may want to serve an attractive sample of your product to the judges.



☐ **List and collect material and equipment.** Think through your entire demonstration and make a list of *everything* you need. Check off the items as you get them or make them.

Be neat and organized. Use clear labelled containers to let the audience "see" the action. Use trays to hold supplies and equipment to keep the area in front of you clear at all times. Use appro-



appropriate containers. Towels under noisy appliances and using wooden utensils help keep the noise down. Sometimes a mirror is useful to show a finished product from all sides.

Use the right, standard equipment and know how to use the equipment.

Remember important details and "extras" . . . Extension cords, extra light bulbs, extra ingredients (like eggs), etc. Be organized, so you won't be agonized.



☐ **Plan and prepare visual aids.** Good, simple and well-prepared visuals attract attention, create interest, help the audience learn faster, understand better, and remember longer.

Visuals help explain key point(s), give background information, reviews and summarizes, and may show something clearer than you could do by hand. Visuals should be simple, understandable, and creative. If your audience can read and understand your visual, you don't need to explain the ingredients or steps.

Decide if visual aids will make your demonstration more effective. Decide which visuals fit your message, the audience and the event or conditions under which you are showing them. (If you have an audience of 50, showing a slide of your insect collection is more effective than displaying the real thing).

Plan the overall appearance and the way the visual fits into the demonstration for an effective presentation. Use as many visuals as it takes to do the job.

Use pictures, charts, slides, models, recordings, an attractive finished product, to help make your message "move."

Decide how much information is to be put on each one. Remember, a visual must be visible. Be neat, avoid clutter, and use large lettering. Work done by a non-artist is excuseable, sloppy work isn't. Care enough to do your very best.



☐ **Coordinate your show to go with your tell.** Aim for a polished, "together" presentation. Make your show go with your tell.

As you demonstrate, make your words fit your actions and visuals. If the action takes longer to do than tell, talk about your experiences with the subject. Weave personal experiences into the demonstration to make it interesting.

Take one step at a time and show no more than the group can see well and understand. Tell what is being done and why you are using a particular method. Identify and explain the use of the equipment.

Assemble equipment, material and visuals neatly and conveniently. Never "hide" behind your equipment. Keep the area in front of you clear by removing equipment, material, or visuals after use. Keep housekeeping to a minimum.



☐ **Practice, practice, practice.** Practice helps you gain confidence and makes a planned, well-designed presentation seem as natural as casual conversation.

First, practice the demonstration alone. Then practice in front of someone you know well. Ask for suggestions to improve your demonstration. Use the demonstration score card at the end to evaluate your presentation. Work to improve any weak areas. Practice means work, and that's what it takes to do anything well.

Read your speech aloud from your outline or notes several times before an imaginary audience. Rehearse the introduction and conclusion several times more than the body of the speech.

Record, if possible, to test the sound of words and to check on your timing. Speak clearly, using a natural, friendly tone of voice, and slowly enough to be understood.

Speak up—silent movies are out! When your audience can't hear, you lose them immediately. Make changes where necessary to improve your presentation.

Become so familiar with your speech that you can present it naturally and easily, needing only a quick glance at your notes now and then. Don't memorize your speech, rather memorize the order of events and use your own words.

Work in the showing or doing part and visuals with your telling, working for a well-coordinated "show and tell." Practice using natural body movements, avoiding unnecessary motions or unnatural stiffness.

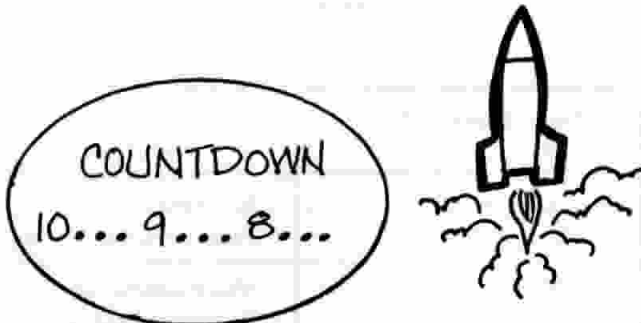
If you have done some things before you started the demonstration, be sure to tell the audience when you reach that point in the demonstration. If you repeat the same task, do it more quickly and with less explanation the second time.

Practice using your visuals to avoid embarrassing situations, such as stubborn easels or up-side-down slides. Don't leave things to chance.



☐ **Know your environment.** If possible, check out the place where you will be demonstrating beforehand. The more you know about the roomsize, seating arrangement, lighting, light switches, projector stands, built-in screens, acoustics, visibility, microphone connections, electrical outlets, stage set-up, ventilation and any anticipated problems, the better prepared you will be to do your best and be effective.

See that your demonstration area is where everyone can best see it. If you have no control over your environment, make last minute changes in your demonstration area to do the best you can under the conditions. Why be in doubt? Check it out!



☐ **Prepare for the presentation.** Be a professional, prepare yourself. Make a checklist of *everything* you will need (easel, pointer, masking tape, extension cords, wiping towels, apron, table cloth, bag for rubbish, etc. are important too!) Just before you leave for the event, check off each item on your list.

Dress neatly and appropriately. Be well groomed (about hair, control it—tie it or pin it, especially for food demonstrations). Stand tall and use your expression to show your enthusiasm and poise. Knowing your presentation helps you to be confident and convincing.

Always try to face your audience. Look at them and speak to them, let your audience know you want to share something with them. Relax, be yourself, enjoy your demonstration, and your audience will too!



☐ **The presentation.** You're on! Now is the time when your planning, preparing, and practicing will pay off. Ready yourself. Relax, take a deep breath and then go for it.

If something goes wrong, stay calm. Explain what happened, don't try to cover up a mistake. Then, go right on with the demonstration. That's the mark of a "pro."



☐ **Evaluate yourself.** Ask yourself, "How well have I done what I set out to do? Did I try my best? What could I have done better or differently?" Ask others how you did. Learn from the judge's evaluation of your demonstration to improve your next demonstration. "Make the best better."

#### HAWAII 4-H DEMONSTRATION CARD (sample of what judges look for)

Points to be scored

Introduction and Topic 10	Interesting, brief, complete One principle idea or theme, worthwhile	Related to project, activity, or interest
Appearance 10	Well Groomed Appropriate and suitable clothing	Good Posture
Presentation 25	Voice natural, words distinct Poised, confident Time and materials well used	Originality shown Convincing; interest held Each step in logical order
Subject Matter 30	Important points emphasized Information accurate and complete	Information useable, up to date Well organized, words well chosen
Workmanship and Equipment 15	Skillful. If a team—good teamwork Plain view of audience Table, neat and orderly	Work and speech coordinated Equipment suitable for work shown Well-prepared and well-used visuals
Conclusion 10	Summary; important points stressed Finished product displayed attractively	Questions answered satisfactorily

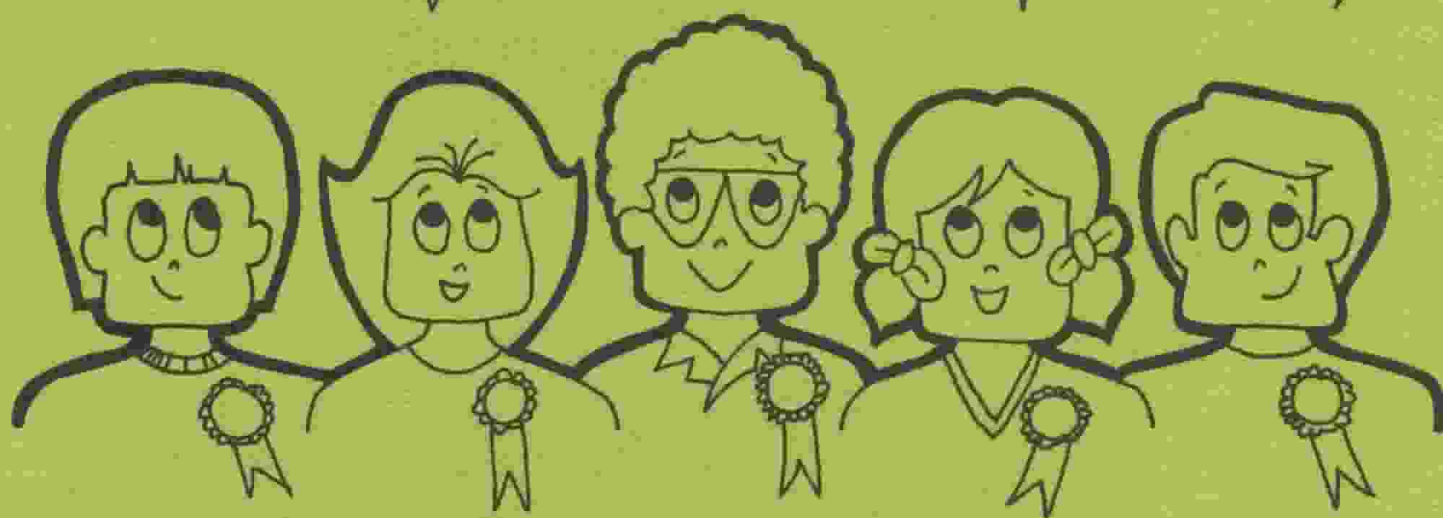
#### Scoring System

90 = 100: Blue Award  
80 = 89: Red Award  
79 = 65: White Award



# DEMONSTRATE

Everyone's A Winner!



Cooperative Extension Work in Agriculture and Home Economics  
College of Tropical Agriculture and Human Resources, University of Hawaii, Honolulu, Hawaii 96822  
United States Department of Agriculture Cooperating  
Noel P. Kefford, Director, Hawaii Cooperative Extension Service  
Distributed in furtherance of the Acts of Congress of May 8 and June 30, 1914  
CLUB CIRCULAR 3—Revised 04/82 (3M)