

# KNOW HOW

# SHOW HOW

# TELL HOW



## PLANNING YOUR DEMONSTRATION

1. List the important steps and processes you plan to discuss and demonstrate.
2. Arrange the steps in logical order as they would naturally be done.
3. Outline what you need to say in order to explain each step or process.
4. Make a list of the necessary materials and equipment you will need.
5. Plan posters that will add to the clearness and effectiveness of your demonstration.

## PARTS OF DEMONSTRATION

- I. **Introduction** - Be original and be brief. This is your interest-getter. Make the listener feel the subject is important, worthwhile, practical, and interesting. Tell why the topic was chosen. If you are giving an individual demonstration, be sure to introduce yourself. If you have been introduced by someone else, you need not do it again.

- II. **Body of the Demonstration** - Show and tell. In the body of the demonstration, show all of the necessary steps in the process. Develop one central idea or practice thoroughly and show how to do it in logical order. For each step, tell **what** is being done, **how** it is being done, and **why** this method is used. Tell something about the material or equipment used.

- III. **Use your own words.** Material memorized from other sources never sounds convincing.

If you are giving a team demonstration, divide it so that both of you will have about the same amount to do. Make the divisions where it would be natural to shift from one process or idea to another. When you are demonstrating, you will be the one telling about it. While our teammate is demonstrating, you serve as his silent helper.

Correct methods and skillful work are important throughout. Work for simplicity and attractiveness in products. Build to a climax.

- IV. **Demonstrate all steps.** It may be necessary for you to have material in various stages to show all steps, as in baking bread, refinishing furniture, or making cheese. If the process cannot be completed in the time allowed, show a finished product which has been prepared previously.

- V. **Summary** - In the summary, emphasize the points of the demonstration that you want the audience to remember. Again mention ways that it can be valuable to them.

Have the finished product attractively displayed.

Give the audience an opportunity to ask questions.



## ARRANGE YOUR TABLE

After arranging your demonstration material, go out front and look at your table. Can the audience see? Are your materials neatly arranged according to the order in which you will use them? Keep the center of your working space open all the time.

## SIGNS WILL HELP

If you make or use signs or posters, be sure people in the back of the room can read them. That is, make the letters large enough. We don't feel it is absolutely necessary that you make and print your own signs. A well-made sign is often a great asset to a demonstration. However, many demonstrations don't need posters. Use an easel to display your signs. Don't use signs unless you have very good ones. Keep signs simple, with only one or two ideas on each one.

## WHAT TO WEAR

An attractive package is a silent salesman. If you look neat and clean, people are more ready to listen to what you have to say.

Your dress should be appropriate to the demonstration being given.

If your hair is long, wear something to keep it in place.

## TELL HOW AND WHY

When you are demonstrating, take nothing for granted. If you are measuring a teaspoon of salt...say so.

Tell why and how you do everything.

Tell of your experience doing the same thing at home or in other demonstrations.

Tell about any part of your 4-H work that fits in with what you are demonstrating.

Tell what people have said about the ideas they learn from your demonstration.

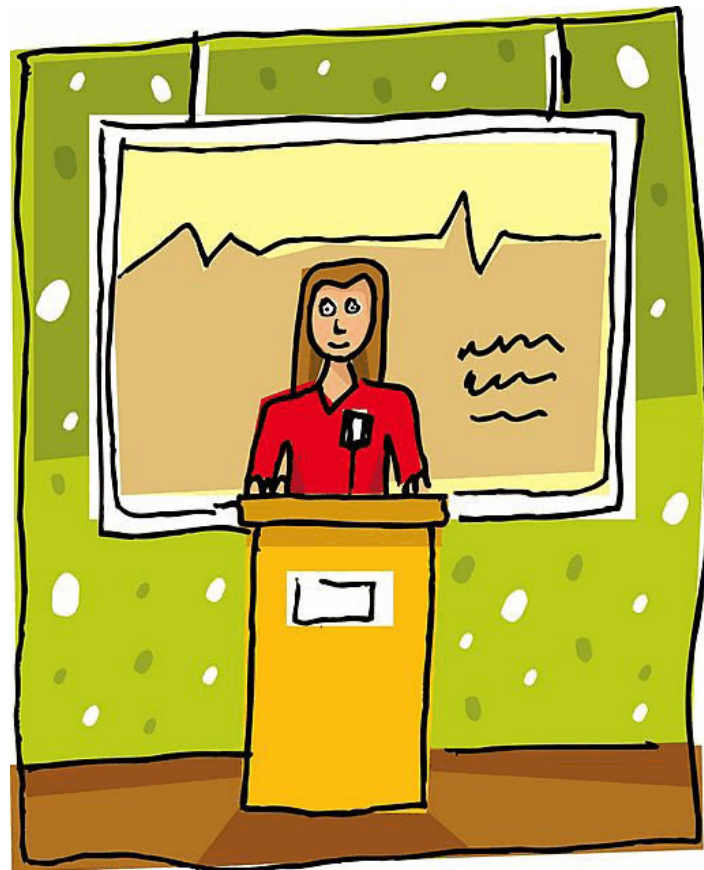
Tell why you think your subject is important...why you selected this particular subject.

## WRAP IT UP

When you are all finished with your demonstration, wrap it up with a summary.

Keep your summary **brief**. Don't go all over your demonstration again.

Just give the most important points you want them to remember when they go home.



## QUESTION PERIOD

Ask your audience if they would like to ask questions.

People can't always hear the question asked, so out of courtesy, repeat the question so everyone will know what you are talking about.

We hope you will know the answer! But if you don't just say so.

At a 4-H meeting, you might suggest where the answer could be obtained or refer your question to your 4-H leader.