

DISPLAYS & PRESENTATIONS

As a member of the Disability Community doing advocacy work, you may be involved setting in up or staffing displays, or giving presentations. Listed below are just a few guidelines to help improve the experience:

- 1. Dress appropriately – jeans are rarely appropriate when tending a display or giving a presentation. You represent your entire organization. Sometimes it is appropriate to wear PADS clothes.**
- 2. At least one person attending a display or giving a presentation should be very knowledgeable about the organization. You will be asked to learn the routine, or provide your own personal story when appropriate.**
- 3. Understanding the purpose of the display/presentation (i.e., informative, recruit new members, educate, etc.).**
- 4. Offer to answer any questions. If you (or your team) do not know the answer, NEVER guess. Take the patron's contact info and offer to call them back.**
- 5. When talking to people who do not appear to be eligible for our organizations services, ask them if they know anyone who could benefit from our information.**
- 6. This is a great opportunity to “network.” Have business cards available. People staffing a display should encourage the patron to take a business card or a brochure that has contact information. Make sure that the patron knows if it your business cards or someone else's.**
- 7. Comply with all “rules” provided by the sponsor &/or location.**
- 8. Table setup should be ready before the event starts. Some malls or events require table skirts.**
- 9. Keep tables neat and presentable. (Avoid putting coffee cups, pop cans, and food in front of the table display or on display papers)**
- 10. Avoid being pushy or overbearing. Do not gossip – it is real easy**

to be overheard in these environments.

11. **Greet patrons (e.g.: “Have you heard of the XYZ corporation?” or simply, “Good morning, how are you today?”).**
12. **Do not stand or sit in front of your display. If possible, stand while giving a presentation.**
13. **When you stand/sit on the side of your display, allow enough room for others to view information if you are taking questions from a patron.**
14. **When you sit, there is a natural barrier between you and the patron, make sure you acknowledge the patron with a smile.**
15. **Offer to answer questions. When multiple people work a display, one person should be the primary responder and the other adding positive feedback. The primary responder can be used alternatively or rotated. Any persons not talking to a patron should be supportive or quiet.**
16. **Excessive laughter or talking can take away from the purpose of your display – even during “down time.”**
17. **Do not allow your friends to hang around the display as it may discourage others from looking at your information.**
18. **If you have food on your display be ready for trash disposal and spills. Do not give out information/brochures that is crumbled or has coffee spills (etc.) on it.**
19. **If you are working outside, be ready for weather changes. Have weights for papers on a windy day and a covering for a rainy day.**
20. **Do not discuss closing down in earshot of patrons. If needed, have additional help for tear down. Tear down at the time the event ends. Leave your area neat and free of trash.**
21. **Be prepared to provide a follow-up report to the organization you represent. Note both positive and negative aspects of the event.**
22. **ALWAYS pass out your group’s BUSINESS CARDS (with your contact info already on it) when you get busy!!**