

*Make it R.E.A.L

Presented by Jeanette Goben
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Programming at its best. Do your research. Engage your participants. Make it accessible.
Apply leverage.



Talking to librarians, don't have to tell any of you about the importance of doing the necessary work ahead of the program or event.
Break it down into the whys? It's just a program – Why research?



But do your research. Make sure the information you have is fact, not fiction, and that it is up-to date. If you want to include anecdotal stories, make them as fun as you want. But tell your audience it is lore or mythology. You can't afford to lose their trust. Kids in particular, will call you if they know the information is wrong – and you will have lost them as an audience. Whatever you plan to present or include in the event or program, test it in advance.



*Realistic

Your research will help you make all the more real. And to make for the very best experience make your event as realistic as possible. To a person who has never seen a live elephant, only photos in a book, elephants range between 1 and 3 inches tall. Imagine how excited your participants at the chocolate tasting that you were only going to show them pieces of chocolate and ask them to base their judgements on the photos only. How much better if you can present the real thing or convey realism in a tangible way. The more you know the more you can present comfortably.



*Recognize

Look for opportunities to make connections. Talk to people about what you are doing to utilize their networks too.

*Relational and relatable



Make all the pieces connect. What do these things share? How do they fit together? Can you get the ideas across in a way your audience can understand? How do the parts fit together? How can I help others see the connections?



*Relevant

Research to know your audience. Consider factors like age, interest, prior knowledge, profession, even vocabulary level. IMPORTANT – avoid talking down to your audience (condescension) or talking over them (making them feel stupid or again losing their interest). Avoid inserting information that is irrelevant or may be confusing or distracting.



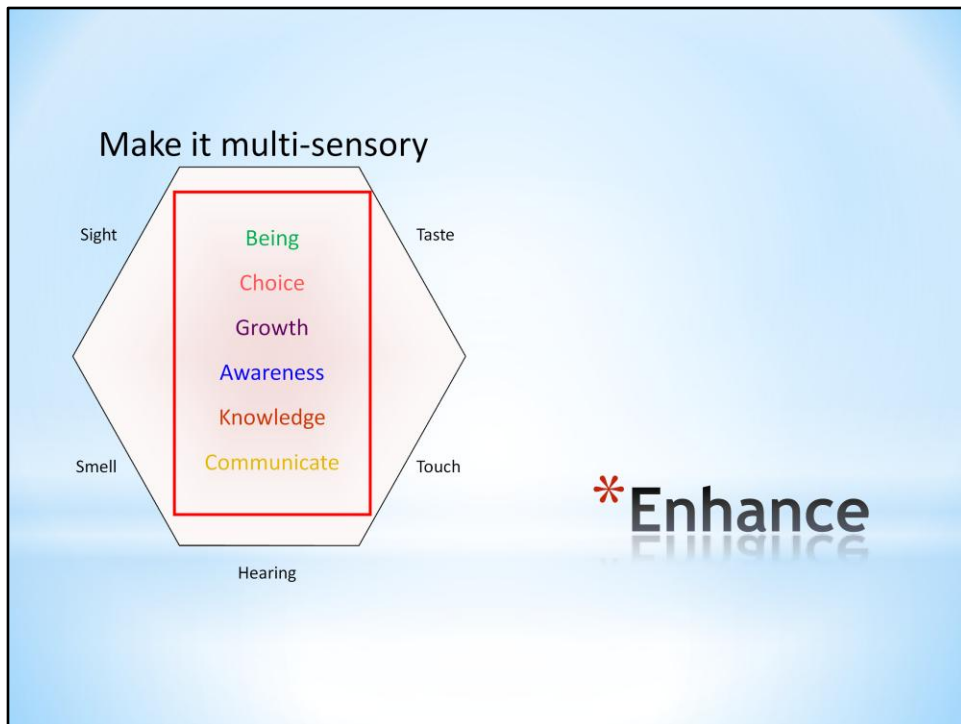
Short of issuing the order, what can you do to engage the participants?



Some say the only the way to get to people today is to entertain. Entertainment is missing its opportunity if it doesn't also educate. Not mutually exclusive. Make it a goal to incorporate both.



Not mutually exclusive!!! Alphabet song (singing fun), bowling (math) , cooking (math and following directions).

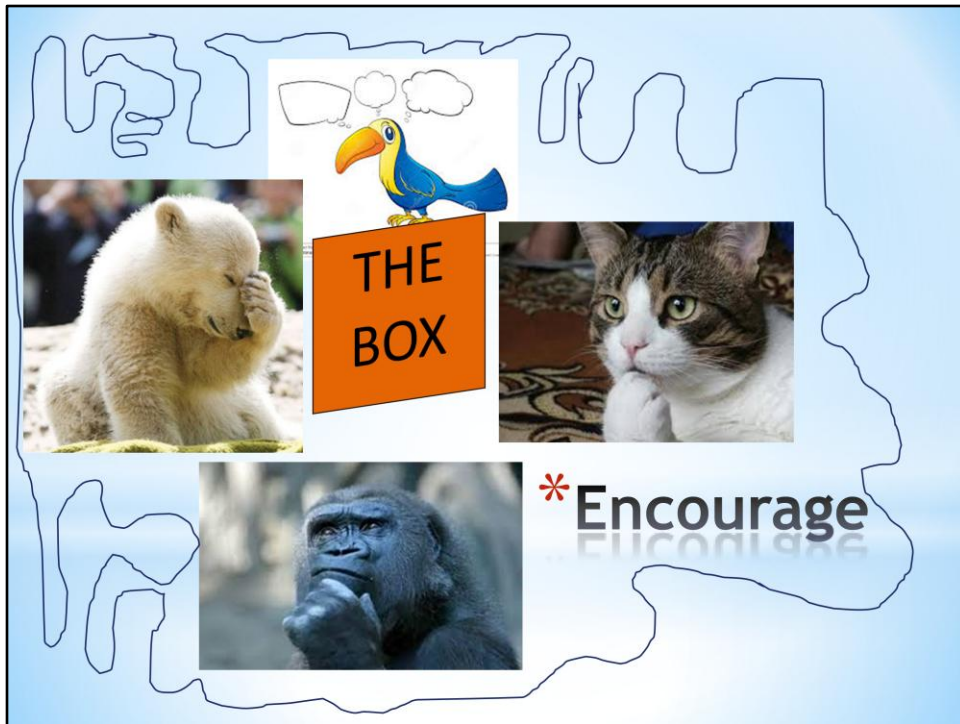


Make all activities include 5 senses as possible. Be aware of the internal senses stimulated as well.



*Experiential

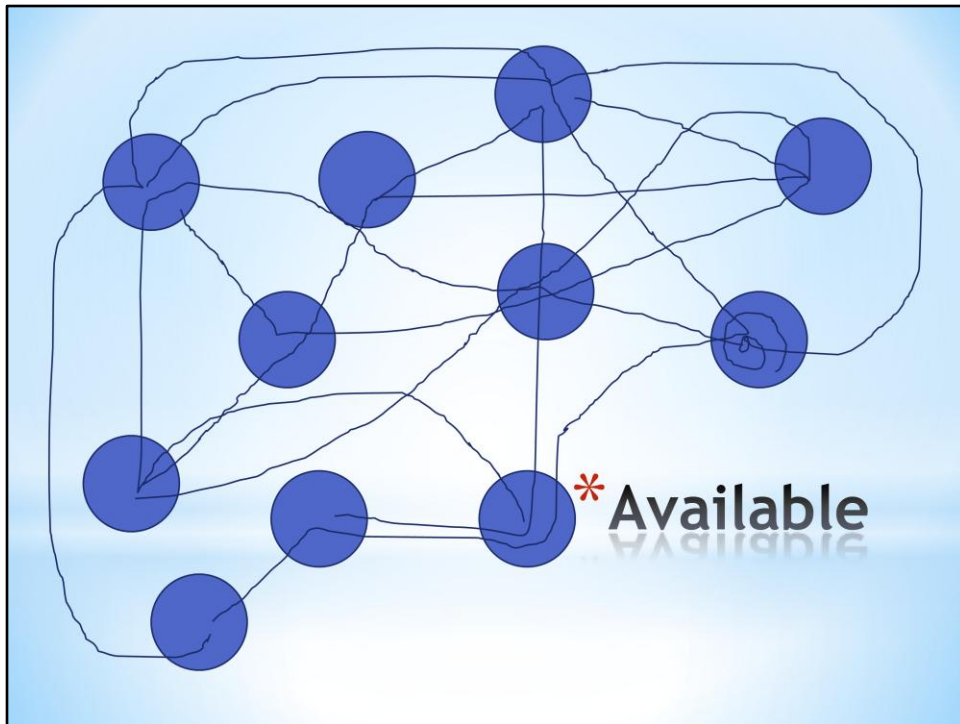
Always involve participants as fully as possible to give them ownership of what they are learning.



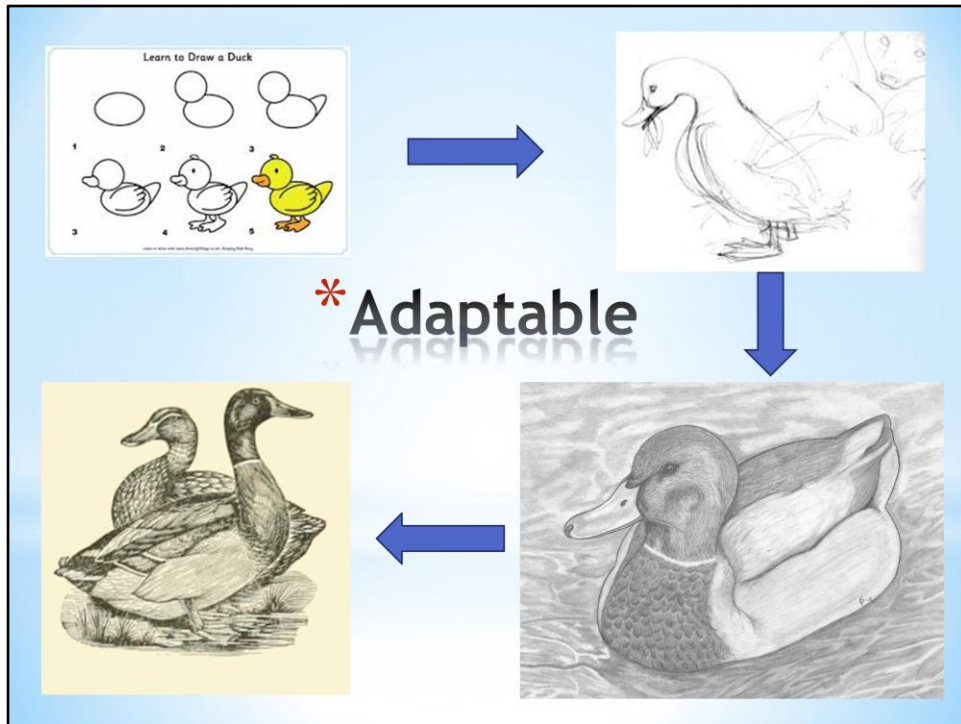
Creativity and teamwork both encouraged when we allow people to think outside the box.



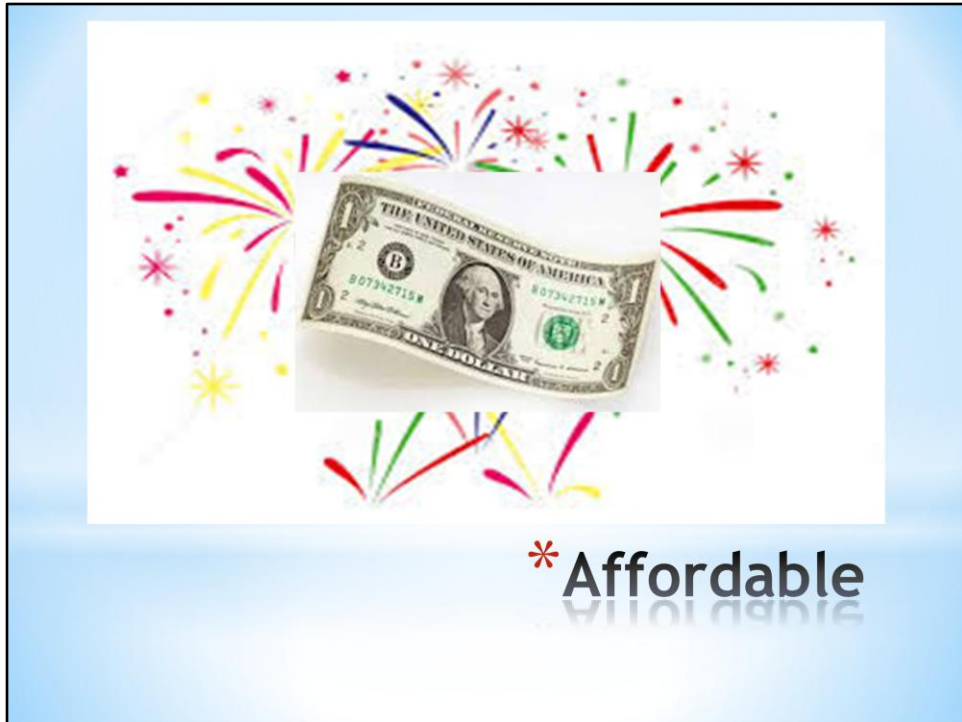
What is accessible to/ for you? What about your participants? Think physical space, maximum crowds, language, materials, etc.



Get to know your local talent. Work thru your networks. Be willing to share your knowledge and “talent” with others (teamwork). Remember the BIG PICTURE is about sharing knowledge.



Make the program/idea adaptable for all ages, skill levels, locations etc.



Know your budget and make it work. Get the most BANG for your buck. Avoid specialty/one use materials.

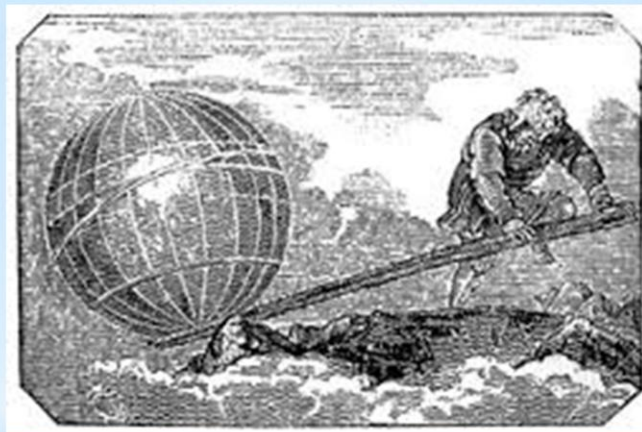


Use the real thing for the most impact.

“Tell me and I forget.
Teach me and I (may) remember.
Involve me and I learn.”
Ben Franklin

*Active

Three types of learners – visual, auditory, kinesthetic. Everyone learns best by doing.



*Leverage

Archimedes – simple machine – big impact.



LISTEN – before, during and after.

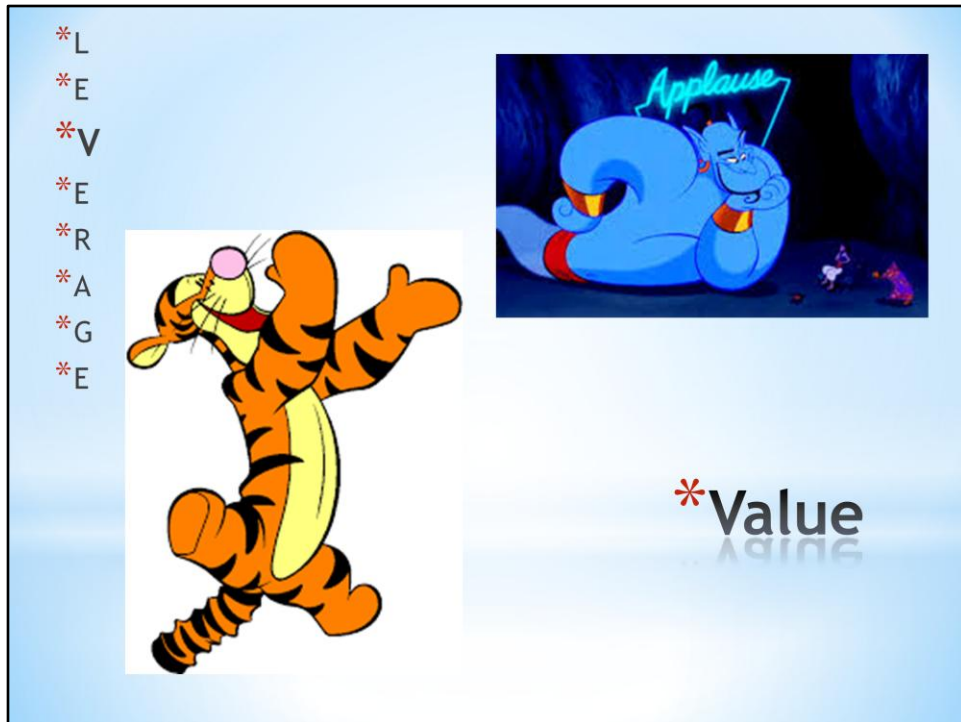
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*Evaluate



EVALUATE – get feedback. Don't take it personally – especially things you cannot control (weather, the noise next door, people's moods etc). Use the feedback to improve what you can control.



Everyone involved!

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*Excite
EXCITE

The end goal of every program should be to awaken curiosity so people seek out opportunities to explore more about the topic.

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*Recommend

Was it wonderful? Would you recommend it to others? Whose recommendations do you seek/trust?

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* Acknowledge

Presenters both “front stage and back stage” , sponsors, and the audience.

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*Go the extra mile

You may never the know who it will impact and how. Who will remember the extra minute you took with them, the help you gave, the smile or word of encouragement you offered.



If you aren't enjoying what you are presenting – it will show. Find some one else to present it or find something different to present.

Give it your heart....
Make it R.E.A.L.
Or just forget about it.

(with apologies to Santana)



Do your research, engage your participants, allow as much access as possible, Use your leverage.



"Thanks"

***For your time and attention**

As always – Thank you!