

YAVAPAI COUNTY MGA SPEAKERS' BUREAU TRAINING

7/1/2019



Master Gardeners –

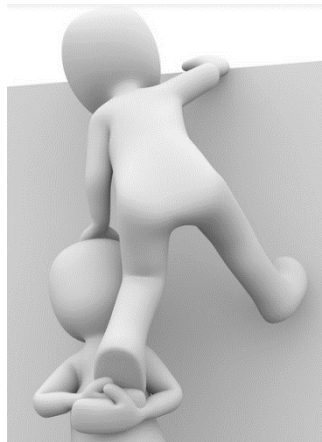
This Powerpoint presentation contains lots of detailed information and is designed to be viewed individually by those who are interested in being speakers or who would like to improve their effectiveness as speakers. The Powerpoint format is used so it can easily be modified for a leader-lead presentation.

- The branding (logos on each page) is a demonstration of what is expected on all presentation materials.



Speakers' Bureau Purpose

- To support the mission of the Master Gardener organization through public speaking engagements to clubs, community gardens and other groups seeking horticultural information
- To maintain a list of Master Gardeners who have signed-up to give talks, either on specific topics or on topics as they are requested
- To provide guidelines and support for speakers

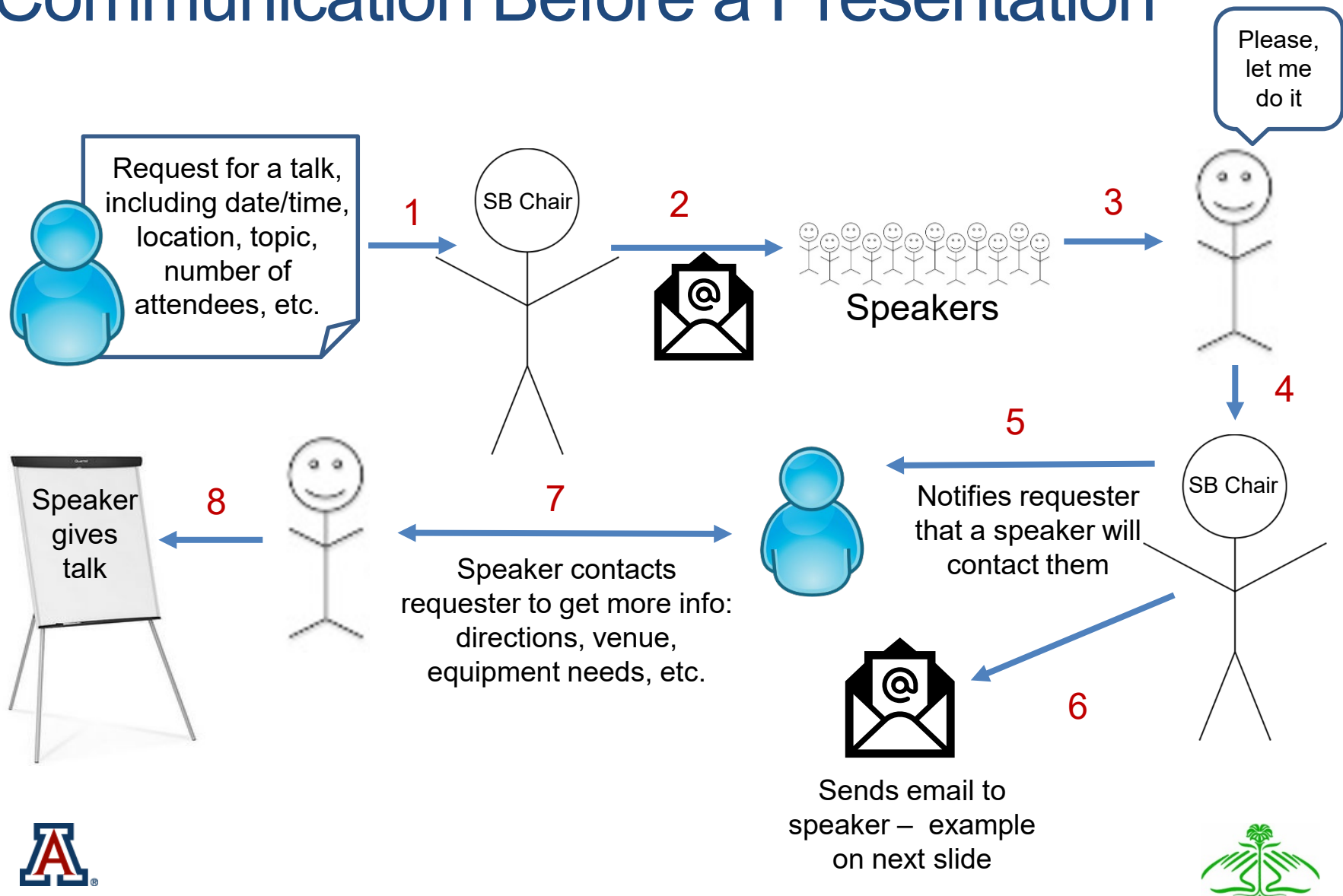


Speakers Bureau Interesting Info

- 25 Speakers in 2018 & 2019
- 72 Talks in 2018 reaching 1344 people
- Typical Organizations Requesting Talks:
 - Garden Clubs
 - HOA's
 - Libraries
 - Olli
 - Slow Foods
- Other Venues include:
 - Extension Office
 - Highlands Center
 - Head Start
 - VA
 - Ace Hardware



Communication Before a Presentation



Sample E-mail from Speaker Bureau Chair to Speaker



Dear Tricia:

We have you scheduled to give a presentation, "Vegetable Gardening - Fall/Winter" at the Prescott Valley Public Library on Tuesday, July 9 from 5:30 - 6:45 p.m.

The contact person at the Library is Michele Hjorting - 928-759-6196 or mhjorting@pvaz.net. The address is 7401 E. Civic Circle, Prescott Valley. You will be in the Crystal Room. The Library furnishes all the AV equipment you may need - just check with Michele. If planning on using their Smart TV, please bring your flash drive with you.

If copies/handouts are needed, you should request that the contact person coordinate making them. If this is a burden on the coordinator/venue, the copies can be made (when kept to a minimum) at the Extension Office. Outside vendors should not be used and charged to the MGA.

After your talk, please report the following to me (amb1@cableone.net):

- Organization or group you presented to
- Date of presentation
- City where presentation was held
- Title of presentation
- Volunteer Hours

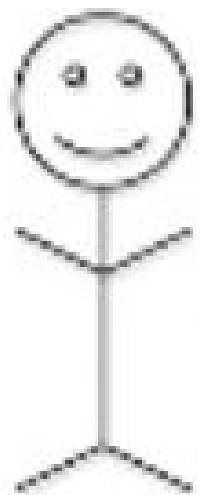
Also, fill out the attached form (with directions) and return it to the Prescott Cooperative Extension Office or email it to me. These counts are for federal reporting through the University.

If you have any questions, please feel free to contact me - 928-713-0446.

Thank you for volunteering to provide this presentation!

Ann Baugh
MGA Speaker's Bureau

Communication After a Presentation



Speaker



1. Send
 - Date and location of talk
 - Topic
 - Name of group
 - Number of attendees (adults vs children)
 - Gender, ethnic ID
2. If newly created presentation, send it for posting on our SB website

SB Chair



Survey



Requester

Send Event Sign-in Form to Extension Office

YAVAPAI COUNTY COOPERATIVE EXTENSION
EVENT (Presentation) SIGN IN

EVENT NAME: _____ EVENT DATE: _____
 PRESENTER: _____ EVENT LOCATION: _____

Name	City/Town	Gender	Ethnic I.D.

Extension Office



Preparing for a Presentation



Know your audience & venue – do your best to find out how much they know about the topic

- ✓ How many people will be in attendance?
- ✓ How much do they already know about the topic?
- ✓ Where is talk to be held?
- ✓ What time should you be there to set up?
- ✓ What is available to you at venue for the presentation (screen, projector, electrical outlet, etc.)?
- ✓ How much time do you have for your talk?
- ✓ Will the requester make copies of the handouts?



Available Supplies (PC, not MAC based)



Wireless remote
for powerpoint



Laser pointer – does not
work on TV screens



HDMI cable to
connect laptop to TV



Projector (LCD)



Reserve Equipment

Reserve equipment as soon as possible.

Prescott – Kathy MacCauley

prescottgirl@qwest.net

Camp Verde – Lisa Gerber

lgerber@cals.Arizona.edu

They will ask for:

- ✓ Date and location of presentation
- ✓ What equipment you need
- ✓ When you will pick it up
- ✓ When you will return it



Prepare Your Materials



- ✓ Review Speakers' Bureau Guidelines (document on website)
- ✓ Determine delivery option (Powerpoint, easel, hands-on, etc.)
- ✓ Determine what handouts you will use
- ✓ Do a dry run if you will use AV equipment
- ✓ Request Powerpoint version of presentation if you are modifying or using presentation from our website
- ✓ Ask Speaker Bureau chair for help with Powerpoint preparation if needed
- ✓ Have another MG review your materials for content, flow, spelling, grammar, etc.



Resources

- Speakers' Bureau webpage –
see if there is a presentation on your topic
*Link is on bottom of Master Gardener
Volunteer Documents page*
- Backyard Gardener columns, Yavapai County Bulletins, U of A publications, etc. – all are on website
- Extension office books
- Internet (a wealth of information)
 - ✓ Be prudent in choosing internet resources
 - ✓ Focus on .edu sites and those w/ info supported with scientific data
- Ask the Master Gardener Help Desk volunteer to help with determining sources for the information you need



Speakers' Bureau Documents



Available Presentations

Backyard Composting

Backyard Composting (presentation) Composting (handout)

Butterfly Gardening

Climate of Yavapai County

Common Insects and Their Management

Companion Planting

Container Gardening

Container Gardening

Cover Crops Cool Season Cover Crop Slides Using Cover Crops and Green Manure

Fall and Winter Gardening

Firewise Landscaping

Garden Insects (presentation) Garden Insects (handout)

Garden Soil Preparation

Garden Watering and Irrigation

Graywater

Home Orchard Care

Identifying Native Plants

Irrigation

Microgreens (presentation) Microgreens (handout)

Monarchs

Mulch Materials

Ornamental Plant Selection

Planning Your Vegetable Garden

Plants for Problem Areas

Preserving Your Harvest

Roses 2019

Saving Seeds

Science of Soil

Soils and Climate of Yavapai County

Soils and Soil Preparation

Sowing and Planting Seeds

Spring Vegetable Gardens Spring Vegetable Handout (Prescott)

Urban Wildlife

Vegetable Garden Insects

Vegetable Garden Maintenance

Weeds

Wildlife Damage Control



Current Topics List

SPECIALTY FLOWERS

Orchid Care
Rose Pruning
Pruning Hybrid Tea and Climbing Rose
An Old Garden Favorite: The Rose
Roses

INSECTS/PESTS

Household Plants - Pests & Diseases
Garden insects
Insect Damage
IPM/Pesticide Use and Pest Control

MISCELLANEOUS

All About Bees
Attracting Pollinators to your Garden
Christmas Cactus, etc
Common Mushrooms in the AZ Cen Highlands
Container Gardening
Disease and Pest Resistant Plants
Fairy Gardens
Fruit Tree Pruning
Gardening 101 in Arizona Highlands
Irrigation
Lichen ID in this area
Low Water Plants
Lower Pollen Producing Trees & Shrubs
Monarch Butterfly Plant Utilization in Prescott area
Prescott Monarch Butterfly: The Latest Story
Native Grasses
Native Plants and Ecosystems
Plants for problem areas
Propagating plants
Selecting Ornamental Plants
Succulents
Wildflowers in your Gardens
Xeriscaping

SOIL

Backyard Composting: What, Why, How
Building Your Soil
Composting
Cover Crops

VEGETABLE GARDENING

Early Spring Gardening and Seed Starting
Four Season Gardening
Growing and Using Herbs
Hydroponic Gardening
Preparing Your Veggie Bed for Winter
Preserving Your Harvest

Raised Gardens and Invasive Plants
Seed Starting
Soil Prep & Vegetable Gardening
Spring Gardening
Straw Bale Gardening
Vegetable Gardening
Waking up Your Garden



Content / Materials

- Brand presentation materials/handouts



- Use science-based information
- Visual aids should be easily seen from the back of the room
 - don't make them too busy
 - include pictures/graphics



Powerpoint Tips -

Each slide should

- Contain 5 or fewer words in title
- Illustrate a single point
- Contain no more than 7 lines with 7 or fewer words per line
- Be easily comprehended in 20 seconds



Powerpoint Tips continued



PowerPoint

Content

- Slides support your talk and don't contain it verbatim
- Don't crowd or make slides too busy
- Graphics / photos are good – they hold audience interest

Photos/images – caution on sources @ copyrights

- Free images <https://pixabay.com/>
- OK to use from .edu sites (give credit to source)



Effective Presentation Tips

- Personalize your presentation
- Demonstrate knowledge of the subject
- Use terminology your audience will understand
- Motivate your audience to remember your message and to tell others about your message
- Practice in front of a mirror; use a tape recorder. You may have idiosyncrasies your are not aware of, either in speech or actions (e.g. focus on one side of the room, don't look at the audience, rustle papers, etc.)



Adult Learners



➤ Adults

- are most concerned with practicality and usefulness
- have a variety of educational levels
- need to be convinced something is important before they are open to it
- don't all respond to the same presentation methods
- may ask tough questions
- will lose interest with a speaker who rambles, becomes repetitious, or is not prepared
- may have diminished hearing – ask if you can be heard



Site Prep

- Arrive early enough to set-up
- Dress professionally; wear your nametag; don't chew gum; turn your cellphone off
- Be prepared for the unexpected
 - ✓ Wind at outdoor presentation
 - ✓ Failure of AV equipment or power
 - ✓ More attendees than expected



Introduction

1. Introduce yourself – points to cover:

- ✓ I am a Master Gardener volunteer, trained by the University of Arizona.
- ✓ We provide science-based horticulture information to the public by staffing horticulture help desks in both the Camp Verde and Prescott Extension offices and by giving talks, as I am doing today.

2. You should say a few words about Cooperative Extension either at the beginning or at the end of your talk.

Resources:

- ✓ Services Offered by Extension (See “Guidelines for Speakers’ Bureau Talks” on website)
- ✓ Review the latest Yavapai County Extension Annual Report to become familiar with all of Extension’s programs (Yavapai County website, home page, and look under Publications).



Introduction continued

3. Attendee Sign-in

U of A requests that we have a record of attendees.
Options:

- ✓ Ask group for a copy of their sign-in sheet *or*
- ✓ Bring a sign-in form from our website *or*
- ✓ Do a headcount of attendees (appropriate for presentations to large groups in public places, like nurseries, community gardens, etc.

For presentations to children, only a headcount, no names

YAVAPAI COUNTY COOPERATIVE EXTENSION
EVENT (Presentation) SIGN IN

EVENT NAME: _____ EVENT DATE: _____
 PRESENTER: _____ EVENT LOCATION: _____

Name	City/Town	Gender	*Ethnic I.D.



Handouts

- ✓ Ask the requesting organization if they can make the copies; you need or you may bring them. Use copy code 154323 if you print them in the Extension Office.
- ✓ Bring Master Gardener business cards, bookmarks, and/or another handout with Extension contact information



Handout Example

Have a handout (1 or 2 sides) with some pertinent information about your talk to give the audience something to take notes on and to keep for future reference. See “Guidelines for Speakers’ Bureau Talks” for a template.

Sample Handout



THE UNIVERSITY OF ARIZONA
Cooperative Extension
Yavapai County - Master Gardeners

Date:
Name of group you are speaking to
Presented by: your name, Master Gardener

Title of Your Talk

Examples of what you can enter here:

- *an outline of your talk so they can take notes (distribute before the talk)*
- *summary points (distribute before or at the end of the talk)*
- *some tips the audience can take with them*
- *etc.*

Yavapai County Cooperative Extension

U of A and Yavapai County Publications: <https://extension.arizona.edu/yavapai-gardening>

Prescott Master Gardener Help Desk: (928) 445-6590, ext 222, e-mail: prescottmq@gmail.com
840 Rodeo Drive, #C, Prescott, AZ 86305

Camp Verde Master Gardener Help Desk: (928) 554-8992, e-mail: verdevalleymg@gmail.com
2830 N Commonwealth Drive, Ste 103, Camp Verde, AZ 86322



Delivery



- Speak loudly enough to be heard, or use a sound system
- Watch your language
 - ✓ Make sure the terms you use are understood or easily explained
 - ✓ Refrain from any comments that can be construed as being political, religious, or extremely controversial
- Be observant
 - ✓ Notice body language
 - ✓ Notice if they are paying attention
- Use humor - make jokes if appropriate; if you aren't good at telling jokes, don't!



Delivery continued



- Encourage participation
 - ✓ Make the presentation interactive
 - ✓ Ask open ended questions
- Sound interesting; use expression in your voice so your audience will sense how strongly you believe in what you're saying
 - ✓ Emphasize or repeat key words that will help influence the overall meaning of your message
 - ✓ Be passionate about your topic
- Mistakes are all right - recovering from mistakes makes you appear human and a good recovery puts your audience at ease



Handling Questions

- Anticipate questions - think of the 10 most likely questions and plan your answers
- Understand the question; paraphrase or repeat if needed
- Be honest, if you can't answer the questions say so.



Handling Questions continued



- Examples of some responses
 - “I will do my best to find that out for you”
 - “That is a great question, but I don’t know the answer; maybe someone else knows the answer”
 - “Thank your for asking; I don’t know the answer but I’ll check and get back to you”
 - If one person is monopolizing the discussion – “We’ve heard from Joe, let’s hear from some others”
 - “That is a good question, but it is not something we are going to cover today”
 - “I’ll give you the number and e-mail for the Master Gardener Help Desk, and they will research that for you”



Uncomfortable Moments



Pauses

Rather than saying: OK, You know, Um, Awe, etc. **pause** to give you a chance to look at your notes - it will make you seem more confident and relaxed

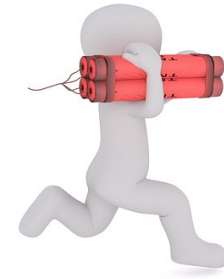
- ✓ It can reinforce something you just said
- ✓ It allows your audience to catch up
- ✓ It helps build drama
- ✓ It is a good technique if audience members are talking among themselves

Offensive Remarks from the Audience

You can say something like “excuse me, but that is not appropriate”



Closing – End with a Bang



- There is no perfect formula for the ideal closing, but it should be INTERESTING
- Leave your audience thinking about something they learned
- Summarize, share your insight
- Ask people to do something and have them feel motivated to actually do it
- Leave them with information on how to contact the Master Gardener Help Desk, references for information presented, etc.



Gratuities

You may be asked if we take contributions - we do not take personal gratuities, but they may make a donation to our program. Be prepared with a form from our website.



THE UNIVERSITY OF ARIZONA
Cooperative Extension
Yavapai County

840 Rodeo Drive, Building C, Prescott AZ 86305 • 928-445-6590 • Fax: 928-445-6593 • extension.arizona.edu/yavapai
2830 N. Commonwealth Dr, #103, Camp Verde AZ 86322 • 928-554-8999 • Fax: 928-554-8996 • extension.arizona.edu/yavapai

DONATION FORM

Individual Name/Organization: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Email: _____

Total Donation Amount

\$25 \$50 \$100 \$250 \$500 Other: \$ _____

Select desired county program(s) to receive donation:

- 4-H Youth Development
 Agriculture & Natural Resources
 Family, Consumer, and Health Sciences
 Master Gardener
 Use where needed in Yavapai County Extension services
 Other: _____

Credit card payment can be made by calling 928-445-6590 x221. **Please do not fax or mail credit card information.*

Make checks payable to: THE UNIVERSITY OF ARIZONA

Mail to: University of Arizona Cooperative Extension
 Attn: Gifts
 840 Rodeo Drive, Bldg. C
 Prescott, AZ 86305

You will receive a confirmation of receipt directly from The University of Arizona.

Thank you for your contribution. We appreciate your support of Cooperative Extension programs and outreach.



Not Ready for Solo?

- Co-Speaker
- Speaker in Training
- Speaker Assistant

Other Opportunities

- Researcher
- Power Point Slide Creator
- Make Phone Calls



Thank you!!!