

The University of Arizona Master Gardener Association Yavapai County Cooperative Extension

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YAVAPAI COUNTY MGA

SPEAKERS' BUREAU TRAINING

JULY 7, 2021



Master Gardeners –

This Powerpoint presentation contains a great amount of detailed information and is designed to be viewed 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



Types of Presentations

There are several types of presentations offered to the public

- Monthly MG Zoom – open to the public, use a powerpoint and recorded for future viewing
- Zoom presentation to a single group such as a garden club - use a powerpoint and not recorded for future viewing
- In-person presentation in an outdoor setting – no AV available, use flip chart or a demonstration
- In-person presentation in an indoor setting – AV available, allows for different means of presenting



Communication Before a Presentation

- External Group requests a presentation, including date/time, location, topic, number of attendees, etc.
- Speaker Bureau (SB) member reaches out to MGs to fill request
- You respond “I’LL DO IT”
 - SB connects speaker and requester along with general info
 - Speaker researches, prepares presentation and has SB member review presentation
 - Communicates need for AV requirements



Sample E-mail from Speaker Bureau Chair to Speaker

Thank you for presenting to the Prescott Garden Group on September 28 at 6:00pm. The presentation will be in-person.

The contact person is Sarah at 928-XXX-XXX or PrescottGG@gmail.com. The address is 123 Garden Grove in Prescott. There is a Smart TV with HDMI cable available. You will need to bring a laptop with HDMI capability.

If copies or handouts are needed either email the info to the contact person in advance and coordinate with the person to make copies or email information to the attendees. If this is not an option, copies can be made at the Extension Office and charged to the MGA. Please do not use outside vendors.

After your talk, please report the following to the SB Contact:

- Organization you presented to along with date and location

- Number of attendees (see Attendance sign-in sheet)

- Title of presentation

- Volunteer hours (including prep and travel time)



Communication After a Presentation

Presenter reports back to SB with the following:

- Name of Group
- Topic
- Number of attendees
- Powerpoint presentation which is posted on MG website for future reference
- SB Chair follows-up with Contact with a survey and reports presentation stats to Extension office



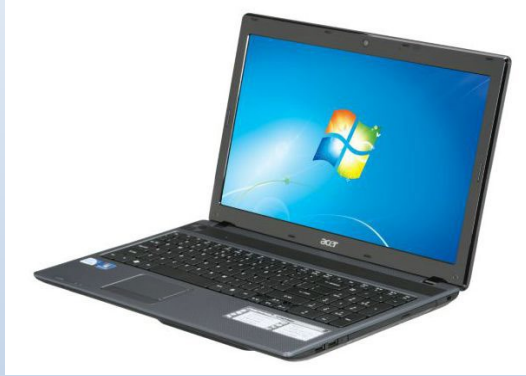
Preparing for a Presentation

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 including Q&A?
- Will the requester email or make copies of the handouts?



Available Supplies at Extension Office (PC, not MAC based)



Lap Top



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

Information they will need:

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



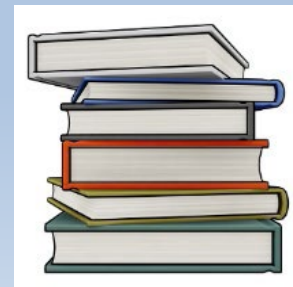
Preparing Your Materials

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



Resources

- Internet (a wealth of information)
 - Be prudent in choosing internet resources
 - Focus on .edu sites and those w/ info supported with scientific data
 - Beware of Copyright Infringement – give credit to sources reference
- 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
- Ask the Master Gardener Help Desk volunteer to help with determining sources for the information you need
- Extension office books



Content / Materials

- Brand presentation materials/handouts
- Use beginning and ending slides provided by SB
- Use science-based information
- Use information relevant to this area
- Do not promote a specific company/supplier
- Don't make them too busy
- Include pictures/graphics
- Visual aids should be easily seen from the back of the room



Powerpoint Tips



Each slide should:

- Illustrate a single point
- Use consistent fonts and sizes on slides
- Contain 5 or fewer words in title
- Contain no more than 7 lines with 7 or fewer words per line
- Be easily comprehended in 20 seconds



Powerpoint Tips cont'd

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)
- Your own



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



- 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 or heat at outdoor presentation
 - ✓ Failure of AV equipment or power
 - ✓ More attendees than expected



Introduction

- 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.
- Say a few words about Cooperative Extension
 - Resources:
 - Services Offered by Extension (See “Guidelines for Speakers’ Bureau Talks”
 - 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 Cont'd

- 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 zoom presentations and 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	Residence City/Town	Email if you'd like to be added to our Distribution List



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



Delivery



- Speak loudly enough to be heard, or use a sound system
 - Test the sound system, hold mic close to your mouth
- Choose your words carefully
 - 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!
- Share your relevant gardening experience



Delivery cont'd



- 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 okay-recovering from mistakes makes you appear human and can put your audience at ease



Handling Questions



- Remember that the information we provide is science based not our opinions
- 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
- If a small group, research the question and email the answer after the presentation



Handling Questions (con't)



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”

“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”

If one person is monopolizing the discussion –“We’ve heard from Joe, let’s hear from some others”



Uncomfortable Moments



Verbal pauses in your presentation

- 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

Rude or 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



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

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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



What's Next

- ❖ Determine what topics you are passionate about
- ❖ Research and collect science-based information pertinent to Yavapai County
- ❖ Prepare a slide presentation
- ❖ Practice presenting – watch past MG zoom presentations
- ❖ Volunteer to present when opportunities are available



Thank you!!!



For more information about our programs,
visit our website at
extension.arizona.edu/yavapai

The University of Arizona
is an equal opportunity provider.

Learn more at:
<https://extension.arizona.edu/legal-disclaimer>



Cooperative Extension

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