

Action Demonstration Guidelines

What is an Action Demonstration (Action demo)?

An action demo is a fun way to share what you have learned in your 4-H project with others. It's a kind of "Show and Tell" but with more action. Action means that you need to get the audience involved in what you are doing, not just showing them.

An action demo is not like a regular demonstration where the audience sits and listens to a prepared talk. An action demo lets the audience get involved.

Action demonstrations can be given anywhere there are a lot of people, such as a county or state fair, shopping mall, street fair, or any 4-H event. Your job as a demonstrator is to interest the audience in your topic so that they stop and learn something new or try their hand at what you are doing.

How do I choose a topic for my Action Demo?

An action demo can be on almost any subject. The topic should be something that you enjoy and are knowledgeable about. Consider the following questions when choosing a topic:

- Can you complete the action demonstration in 3 – 5 minutes?
- Can it easily be repeated over and over again to fill the assigned time?
- Is your action demo showing something that would interest the general public?
- Is there a good way to involve your audience in your action demo ("hands-on" or answering questions)?
- Can the supplies for the "hands-on" section be used over and over again, or will they need to be replaced? (Remember – if the materials must be replaced it will cost more to do the demonstration.)

How can I get the audience involved?

The first thing you need to do is be enthusiastic and attract people's attention as they walk by your table. You might have a colorful tablecloth or poster to spark their interest. You might ask them a question, like: "Would you like to play this game?" or "Have you ever made pretzels? Would you like to try?" The best way to attract their attention is having people around your table doing something. People love to do hands-on activities, so once you get a few people at your table, they will attract others.

Involve your audience by having them:

- Do what you are doing.
- Do a "hands-on" section.
- Judge the quality of various items.
- Play a game.
- Answer questions.

Remember – the key to a good action demo is getting your audience involved.

How long does my action demo have to be?

Your action demo may vary in length. But the demonstration itself should last only 3-5 minutes, because most people do not like to stop to watch very long presentations. Be prepared to repeat your action demo over and over again with different people during your assigned time.

Action Demo Checklist

Topic	Yes	No
Was the topic interesting to the general public, causing them to stop, watch, or participate?		
Did the topic stimulate questions from the audience?		
Was the topic of suitable length?		
Did the topic include something “hands-on” for the audience to do?		
Organizing the Content	Yes	No
Was the topic organized into short “show and tell” segments, which are done repeatedly?		
Were segments presented in logical order?		
Were segments explained so that the audience understands “why?”		
Was it evident that the 4-Her was knowledgeable about their subject and could answer questions?		
Did visuals, pictures, posters, or actual objects clarify the important ideas?		
Presenting the Demonstration	Yes	No
Did the 4-Her seem enthusiastic?		
Did the 4-Her encourage the audience to become involved in the demonstration?		
Did the 4-Her speak directly to the audience?		
Did the 4-Her show evidence of practice and experience?		
Did the 4-Her show that she/he enjoys talking to the audience?		
Did the 4-Her show enthusiasm, friendliness, and a business-like manner?		
Did the 4-Her tell about what they learned through this 4-H project?		
Comments:		