

Helpful Hints for Demonstrations

Particularly Food & Craft Demonstrations

Dress:

- Hair should be worn away from the face and secured with a hair net, scarf or hat.
- Appearance and clothing should not be distracting.
- Coordinating colors (towels, apron, labels, containers, scarf or hat) all add to the total effect, but do not affect your score.
- Plastic or latex gloves are not required. But, it is expected that participants will demonstrate proper hand washing/sanitizing techniques at the beginning of their demonstration.
- Dress appropriately for a food demonstration. No long sleeves or loose clothing. Clothing should be neat and simple. It is recommended that an apron be worn. A short-sleeved, white shirt or blouse is recommended. (No shirt with slogan) Avoid wearing jewelry on hands and arms, or any jewelry that is dangling or distracting. Wearing a watch is fine.

General:

1. Select a recipe or process, and then use your imagination to make it your own! Your IDEAS and your creativity are the elements that make you demonstration different and unique.
2. Use a title that grabs audience attention. Example: Instead of "How to Cook Eggs," use "The Egg and I."
3. Keep a careful eye to the length of your demonstration. Beginning demonstrations are usually about 5 minutes in length, whereas advanced demonstrations can be as long as 15 minutes in length.
4. Remember that YOU are part of the overall demonstration. Dress neatly, smile, hold your head high, stand tall, and project poise and confidence.
5. Introduction: explains why your demonstration is of interest and/or important for you and the audience.
6. Greet your audience in a friendly manner. Smile often and hold your head up so audience can get to know you.
7. Chatter during your demonstration does not need to be constant but you should avoid unnatural long pauses.
 - a. Information to include might be a human interest story or personal experience, nutritional information, other ways of doing the same thing, things you've learned while preparing your demonstration, the source of your information or recipe, and/or technical knowledge (i.e. purpose of ingredient)
 - b. Don't use the possessive form when speaking about food or equipment. Such as phrases as "our shiny copper bottoms" or "my liver" sound strange.
8. Aprons of some sort are encouraged. If you have time, have fun coordinating your outfit and apron with what you're demonstrating.
9. Demonstrations are more interesting given without notes and show that you have practiced. If notes are necessary, they should be used inconspicuously. Use outline form or 3X5 cards.
10. A common suggestion given by judges is that the demonstrator needs to speak louder. Practice talking in a large room using moderate tempo, not too slow or too fast.
11. Draw a layout of tray set-ups or the arrangement of your demonstration supplies and equipment. This helps you prepare and assures that you have what you need when you need it. Be sure everything is in place (according to your layout) before you begin your demonstration.

12. Plan for the unexpected! Don't let unexpected happenings throw you. Judges like to see demonstrators who can handle a situation calmly. Examples: Take an extra egg in case an egg is bad or is broken in transit. If you forget an ingredient, explain what affect it may have on the final product then continue with your demonstration.
13. Keep the space in front of you clear and uncluttered so the audience can see what you are doing.
14. Remember food safety practices as you present your demonstration. Example: Cutting boards for chopping, proper use of knives, food prep items, as well as electric appliances.
15. Work quickly and neatly. Remember the Side-to-Side rule (see Food Prep tips on next page)
16. Don't try to speak over noisy equipment (mixers or blenders).
17. Provide for disposal of trash out of sight of audience. A paper or plastic bag taped to food tray or side of table works well.
18. After you summarize your demonstration, invite the audience or evaluators to ask questions. Be prepared to respond accordingly and if you don't know the answer, simply say "I'm sorry, I don't know the answer" and either, suggest where the answer might be found or ask if anyone in the audience knows the answer.

Visual Aids:

1. Visual aids such as posters and charts add to the clarity and effectiveness of a demonstration. Visual aids should be used only if they help explain or stress a point.
2. Posters or other visuals should be eye-catching, simple in design, uncluttered, neat and large enough for all the audience to see.
3. Experiment with visuals to find those best suited to your ability and topic. Examples: posters and charts, diagrams, drawings, cut-outs, flip charts, flannel boards, bulletin boards.
4. Beginner presenters find posters helpful in summarizing the main points of their demonstration.

General Food Demonstration Suggestions:

- Demonstrate hand washing/sanitizing techniques at the beginning of the demonstration.
- Loosen or remove caps and tops before beginning demonstration.
- Cover commercial labels or use the uniform containers with labels indentifying ingredients.
- Label ingredients such as salt, sugar, and baking powder, so you don't make a mistake. It helps to label both front and back so both you and the audience can read them.
- Use transparent or clear bowls whenever possible.
- Use safe and proper measuring techniques and preparation skills.
- Level ingredients with a spatula or straight sided knife. Chop sticks work well too!
- Avoid measuring over a mixing bowl. Lay a piece of wax paper down and measure ingredients over it. When you are done it's easy to dispose of dropped ingredients and wax paper.
- Choose the best equipment for the job (ex. Standard measuring and mixing equipment)
- Use a rubber scraper to clean bowls.
- Crack eggs into a separate bowl with a knife or spatula (just in case shell breaks). Remember to bring an extra egg just in case.
- Work quietly – a cloth under bowls deadens sound; damp cloth underneath bowls or boards keeps them from slipping; wooden spoons are quieter than metal ones and handles don't get hot; don't hit spoons against the side of the bowl – use palm of hand instead.
- Remove beaters when finished with mixer to prevent dripping.

- Grease pans with pastry brush or paper. Do not use your fingers.
- Use a cutting board for chopping and slicing.
- Be neat (example: measure ingredients on wax paper and use paper bag for waste).
- Bring a damp cloth or sponge for spills, wiping hands or wiping table/counter area.
- Remember to look at your audience! Smile and make eye contact.
- If you are using unfamiliar equipment, you may need to acquaint the audience with what an item is and what it is used for.

- Side-to-Side rule for tray set-up:
 - Draw diagram of your equipment list to help you remember layout.
 - Keep tall items in back, nearest you. Short items go in front, nearest audience.
 - Side-to-Side: Avoid crisscrossing hands. Plan for two or more trays – one on your left side and one on your right. Some folks have one tray for equipment, one for supplies and another used for equipment/ingredients. Based on what is comfortable for you, your tray placement should provide for a smooth flow of equipment and used items from one side to the other. (Example: As you use an item, instead of placing item on the tray you took it from, you place it on a tray to the other side of the demonstration area. This keeps the area directly in front of you clear and visually attractive to the audience and helps you stay on track of the steps in the demonstration process). You might consider arranging items on the trays in the order that they will be used. It's important to practice so you become adept at using methods that are most comfortable for you.
 - Include a list of supplies and equipment on your 'ready-to-use' tray in the order that you expect to use them. This list serves as a great reminder as you gather supplies and equipment at home, and as you set up at the time of your demonstration.
- Cover trays with clean dish or tea towels before and after your demonstration.
- Provide for disposal of trash. Tape/clip a paper or plastic bag to the table out of sight but close to where you have easy access.
- Clear demonstration table of food prep items before displaying finished product.
- Keep final product out of sight until you plan to show it. Use suspense and showmanship. Garnish or serve attractively. Garnish can enhance food but should not overshadow finished product. Serving dishes, well chosen, help to show off the food to best advantage. Colorful dishes and display cloths that harmonize with the food add interest.
- Use a medium sized mirror, angled accordingly, to help the audience 'see' finished product, particularly if there is no overhead mirror on the demonstration stand.
- Only Evaluators/Judges should be served a sample of the product. In the interest of public health and safety, samples should not be distributed to the public.
- Be sure to have copies of your recipe to distribute if folks ask.

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