

Information to Help You

There are four general types of presentations: 1) to inform; 2) to persuade; 3) to inspire; 4) to entertain. Each type of the presentations has a specific purpose.

1. To Inform (explain or teach). This type of presentation helps the listener know or understand more about a topic. Examples are:

- Listeners will understand changes made by a 4-H Committee.
- Committee needs to know facts to make an informed decision.
- To help 4-H members understand health and safety factors.

People of any age, will learn more readily when they are involved with information or ideas, rather than just listening. If you hope the group will learn something, get them involved in discussion or activity.

2. To Persuade (or convince). The listener is encouraged to accept a challenge, change an attitude, or take action as a result of this presentation. Examples are:

- Logic used to encourage committee to hire a Co. 4-H assistant.
- To encourage teens to establish their own activity policies.

3. To Inspire. This presentation should have emotional impact on listeners. The topic, examples, and delivery, contribute to an inspirational presentation. Examples are:

- To dedicate a flag pole purchased by your club.
- To present a gift to a local legislator or to honor 4-H alumni.

4. To Entertain. This presentation is designed to fit a specific occasion for the audience to enjoy. It may involve additional speaker/audience interaction. Examples are:

- To promote good feelings as Betty retires.
- To salute members, leaders and parents at 4-H Fun Night.

Check the Things You Plan to Do in the Future:

- _____ Consider what type of presentation is most appropriate for a specific group.
- _____ Make a purposeful decision about what type of presentation to plan.
- _____ Practice a variety of types of presentations, because practice makes perfect!

You've probably planned one or more of these presentations in your work or volunteer role already. Look for opportunities to give all types of presentations. With practice you become an expert. Continue to the next lesson to learn about communicating with a specific group.

