

Presentation and Display

Best practices for presenting Arts and Sciences displays or competition.

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Physical Display

Event Particulars

- Find out what you can about your space before you get there.
 - Open flame
 - Trash receptacles
 - Electricity
- If you need special arrangements, contact an organizer and ask politely.
 - Accommodation due to disability
 - Extra space
 - Electricity
 - Clean area for heirloom pieces
 - Open air for fire or martial arts
 - Extra large displays
 - Wall hangings
- Identify your audience and display for them.
 - Judges, laymen
 - Experts, novices, newcomers to the society

Conditions

- You may not be able to control it, but you can prepare for it.
 - Weather

Cleanliness

Noise level

- Wind. Secure your display.
- Hot temperature may cause food spoilage.
- Bring cleaning supplies for dirty tables.

Borders

- Where does your entry end and the next begin?
- Horizontal space.
- Vertical space.
- Background clutter.

Layout

- Width AND Height.
- Find out the size of your display space beforehand. If unlimited, practice a size that works best.
- Levels

Prop up physical items

Create a backdrop

Hang items from the wall

Use neutral objects to prop up the actual display items

How tall is too tall?

Hierarchy and Flow

- The most important thing
- Less important parts fall back
- Bookmarks in your documentation

- Where do you start looking, where do you end up?
- Natural flow
- Layman test

Visual VS Text - Pretty objects and necessary words.

- Made objects draw the eye.
- Balance made objects with documentation.
- For heavy documentation, use images or diagrams.
- Diagrams!
- Bring a sample of your data, even if you have the analysis.
- Display mistakes.
- Take pictures or videos of ephemeral processes.

Labels

- Put your name on it (unless it's anonymous)
- **Business cards!**
- Label the objects with relevance
- Which objects are okay to touch
- Where to find an absent entry:

“My full size Viking tent is in the front yard of the site. Come outside to see it!”

- Dedications and thanks. Remember to thank your patrons, conspirators, and allies.

Overall Feel

- Modern looking display. Good for non-garbed events.
- Period display, which period?
- A museum feel? This is fun for displays of SCA history.

- You are part of the display. Consider dressing in character.

Verbal Presentation

Structure of Information

- General to specific: Introduction □ body of information □ conclusion
- Add a little bit of storytelling.

Gauge your Audience

- Tailor your speech to the interests and background of your audience.
- Assess their familiarity with your work.
- Proceed faster with experts, slower with novice.
- Good phrases to tailor the same info to different audiences:
 - “As you probably know”
 - “You may not be aware”
 - “It’s very interesting to note that...”
- Watch the members of your audience for comprehension. Eye contact, different people.

Depth of Explanation

- Have your elevator speech ready.
- Have a once sentence, one paragraph, and five minute version of your information.
- If you need to omit information, mention that you are.
 - “I’ll get to that later.”
 - “I mention that at the end of this paper.”
 - “I can discuss that part if you need me to.”

Practice and Preparation

- Practice your speech.
- Memory Palaces. You can use a mental image to memorize a speech.
- Avoid the words: “um”, “ah”, and “errr”.
- Know your time limit. That includes the attention span of the audience.
- Speak loud enough to be heard.
- Notes on your talking points are fine. Make them brief for ease of reference.
- Put bookmarks in books or papers.

Confidence

- If you don’t know an answer to a question, admit that you don’t.
- Be honest about your nerves.
- Instead of freezing try:
 - “Let me see”
 - “I need to think about that”
 - “Hold on while I find that page”.
- You don’t have to know every answer. If it’s not relevant to your project, you can truthfully say that you haven’t gone in that direction yet.
- Present from a position that is physically comfortable. Make sure you can still project your voice and reach everything you need.
- Posture conveys confidence. Try to stand straight and comfortably. Watch your fidgets.
- Dress to impress... yourself. If you feel comfortable and impressive, you’ll act as such.
- **It’s okay to show emotion!**
- **Passion is what brought you here, and will sell people on how awesome you and your project are.**

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