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Telling People about Your Group – Going to Expos and Public Meetings

What is an expo?

An expo is a trade fare – a large exhibition where people educate the public or share ideas.

Having a stall at an expo or event can be a great way to tell people about your group.

You can also let people know about other things that are important to you.

There are different types of ways that you can tell people about your group or issue.

What is a public meeting?

A public meeting is a meeting held in the community that is open to the public.

You could go to a **public meeting** and let people know about your group.



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By letting people at a public meeting know about your group, your group could;

- Get free publicity
- Find new members
- Educate the community about something that is important to you
- Get support for your group.

You could also ask if you can speak as a 'guest speaker' at a function for other groups, like the Rotary or Lions Club.

What do I need to know about Expos?



Image description: A group of people stand near tables and display stands at a disability awareness Expo. The people who are behind the tables are sitting and smiling. There are banners behind them and leaflets on the tables.



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Expos can **cost** a lot of money for a 'stand' or 'stall'.

Think about what you want to show people and who you want to show it to.

Find out if the **people** you want to connect with will be at the Expo.

You can ask the Event Coordinator for an 'audience profile'.

This will tell you what kind of people will be there and what they might be interested in.

You can also ask the Event Coordinator if there will be **media** (newspaper, radio and television journalists) at the Expo.

Write down **what you hope to achieve**.

This will help you work out later whether going to the Expo was a good idea.



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The '**stand**' is the place where your group (and their stall) will be during the Expo.

Choose your stand carefully.

Ask for a **map** of the venue (the place the Expo will be held at).

This will help you work out where you want to be.

You could also go to the venue to look at where you want your stand.

The cost of the stand will depend on where it is.



Image description: A venue map.

Most Expos will ask you to **pay** a 'stall fee' and you might have to rent tables or display boards.



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The Stall

Your stall can be just a table with promotional material like brochures and flyers, or it can be something bigger.



Image description: A man sits at a table with many flyers and promotional products on it. There are two banners and a sign that says 'Career Employment Australia (NDCO)'. The man is smiling.

Some stalls have gazebos or large display boards.



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You could show a video, or display photos, graphics, charts or pictures that people like to look at.

You can also use an information board that has large text and bullet points to tell people the most important things you want them to know.

Having a colourful banner that gets people's attention is a good idea.

Remember that people will go to a lot of stalls but they will not remember them all.

More people go to stalls that have people moving around it or activity happening.

Your Volunteers

Make sure the people who are at the stall know all about the group or your issue.

They will need to be friendly, well-groomed and professional.

Talk to people at the other stalls – networking is a good way to tell people about your group.

Guest Speaking

Talking to other groups like the Rotary Club is a good way of telling the community about your group and getting their support.

The more you talk to people in large groups, the easier it is.



Image description: A woman is presenting to a group. A PowerPoint slide reads, 'Spinal Chatter – Cool Stuff for Wheelies Event'.



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If you are worried about talking in front of a crowd, you can go to a group like **Toastmasters**, who will help you practice.

You can also **practice** by talking in front of smaller groups – even your own support group.

Here are some **tips** for talking in front of a group of people:

- Check how much time you have to talk before you start
- Find out what equipment you might need. Do you need a microphone, a projector, a lectern or a screen for PowerPoint presentations? Find out before you get there.
- Check the details with the organisers a day or two before you present.
- Bring some of your group brochures to hand out on the day.
- Get there early so that you're not nervous.
- It is easier to talk to people sitting in a circle, rather than in chairs in a row.
It helps people make eye contact with you and makes them feel at ease.
- Ask people to ask questions at the end of your talk.



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Connect Groups: Telephone: (08) 9364 6909 Rural Freecall: 1800 195 575

Email: info@connectgroups.org.au

Web Site: www.connectgroups.org.au

Postal Address: PO Box 1209 Booragoon WA 6154

Street Address: 10 Almondbury Road Booragoon WA 6154

New and Existing Support Group Development, Telephone Information Line,
Information Forums, Facilities and Equipment Hire

On-line Directory of Support Groups and Community Organisations, E-News

People With disabilities WA:

1/37 Hampden Road, Nedlands WA 6009

Telephone (08) 9485 8900 Rural Freecall 1800 193 331

Email: info@pwdwa.org Web: www.pwdwa.org