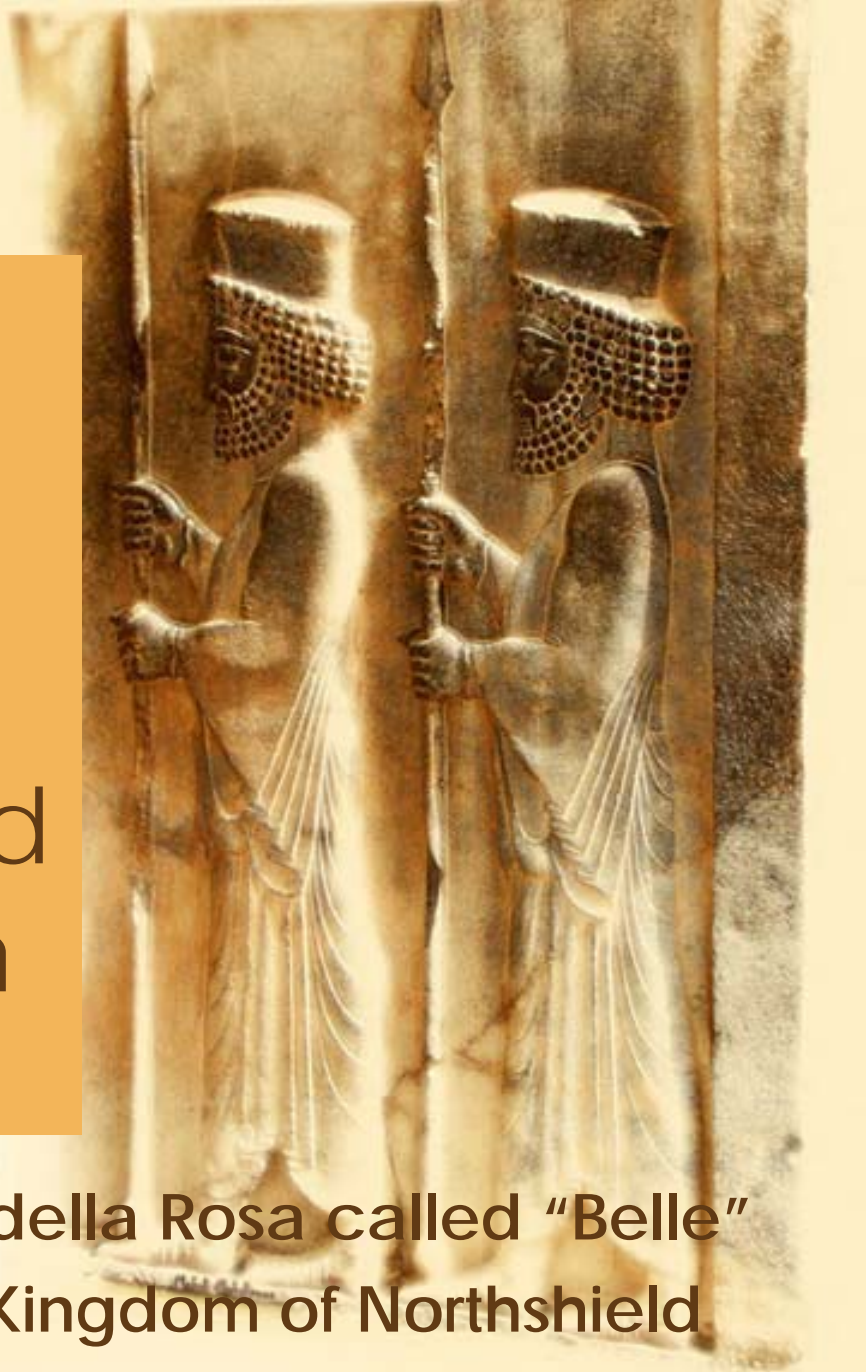



Demonstrating the
Fine Art Of the
Demo: The Three
Kinds of Demos a
Group Can Host and
How to Make Them
Effective

By Baroness Isabella Beatrice della Rosa called "Belle"
Kingdom Chatelaine for the Kingdom of Northshield





Why Host a Demo?

- 
- A Demo is a great way to recruit new members
 - A Demo is a great way to get your name out in the community
 - A Demo is a great way to share your knowledge with others
 - A Demo is a great way to show the work you've done on a project
 - A Demo is a great way to practice your fighting skills



The Three Kinds of Demos


- Recruitment
- Public Relations
- Educational

Can you merge themes into one demo?

Yes, but you should make sure there is one main focus. For example, there is no reason you couldn't recruit at a PR demo or educate at a recruitment demo, but you should make sure to focus on one theme.

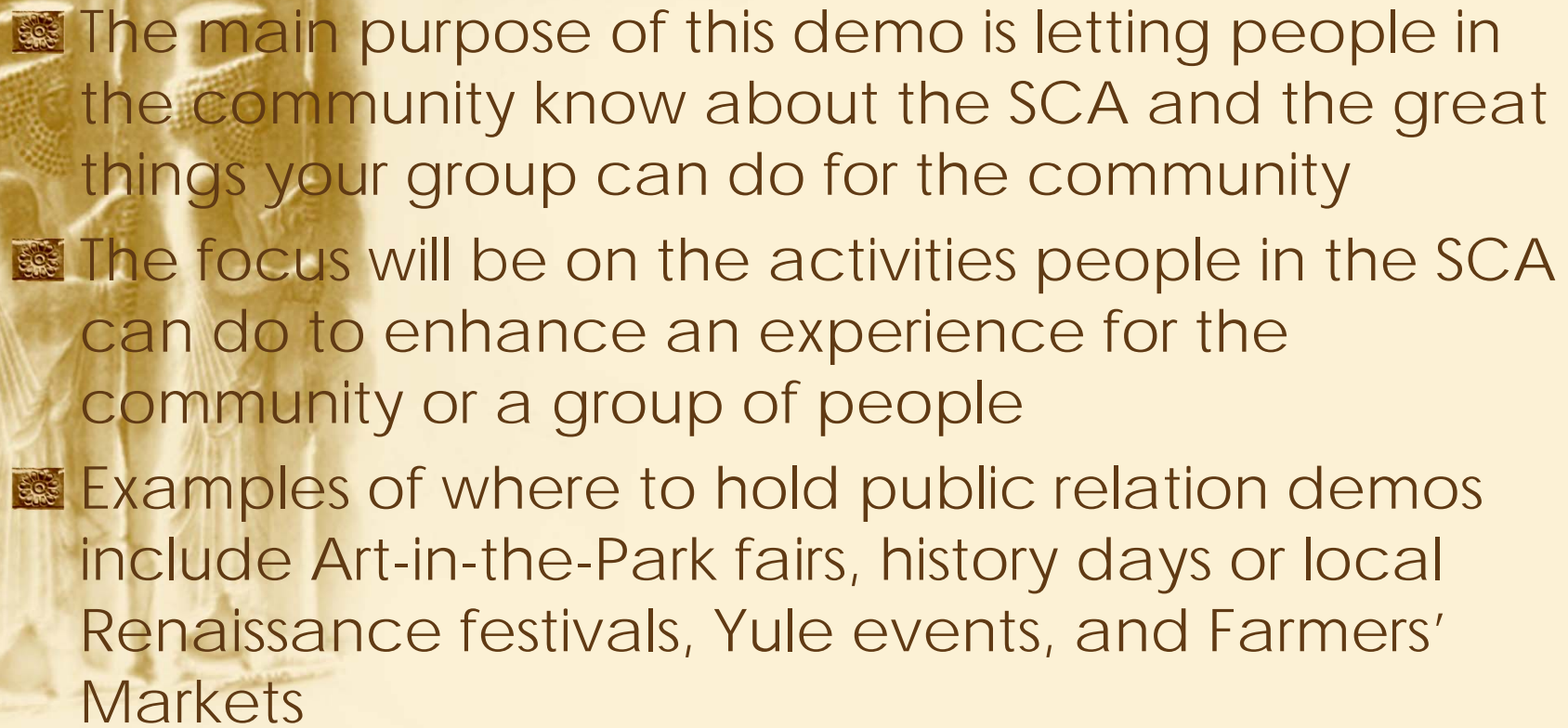


Recruitment Demo

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- The main purpose of this demo is getting people interested in joining the SCA
 - The focus will be on the activities people in the SCA participate in, the SCA's history, and how people can get involved
 - Examples of where to hold recruitment demos include college campuses, activity fairs, and community family events
 - It is important to have examples of newsletters, pamphlets, or brochures on the SCA, and business cards with dates, times, and locations of your local meetings

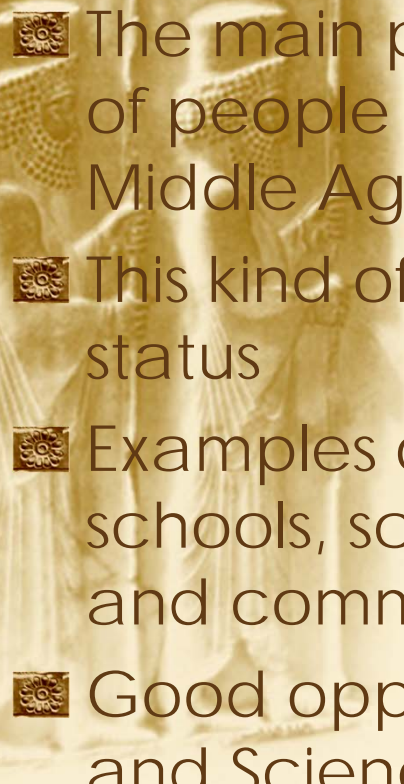


Public Relations Demo

- 
- The main purpose of this demo is letting people in the community know about the SCA and the great things your group can do for the community
 - The focus will be on the activities people in the SCA can do to enhance an experience for the community or a group of people
 - Examples of where to hold public relation demos include Art-in-the-Park fairs, history days or local Renaissance festivals, Yule events, and Farmers' Markets
 - Good opportunity to showcase your talents in the Arts and Sciences. Bring both educational and recruitment material, and remember that you are there to enhance someone else's experience



Educational Demo

- 
- The main purpose of this demo is to educate a group of people on history and how people did things in the Middle Ages and Renaissance
 - This kind of demo is vital for the SCA to keep its 501(c)3 status
 - Examples of where to hold educational demos are schools, scout troop meetings, churches, history fairs, and community history days
 - Good opportunity to showcase your talents in the Arts and Sciences. Bring both educational and recruitment material. This is the perfect time to bring hands-on activities for people to try themselves, as well as any source books you have on the subject you are demonstrating



The Importance of Advertising in Advance

- Getting your name out there in advance gets people curious and looking on the web
- People are more likely to show up when the demo has been advertised in some way
- People interested in knowing more about the SCA will be more likely to show up
- You may find someone who has wanted to join for a while and didn't know how to contact the local group
- Your chances of repeating the demo in the future are better with a good turnout

Where To Advertise?

- Newspapers
- College School papers
- Radio
- Local TV news
- Local community channel
- Flyers in coffee shops and local hangouts
- Local library
- Church bulletins and community boards
- Email Lists (make sure the advertisement is appropriate and welcome)
- Local scout troops and group meetings
- Any other place that strikes you as a good place to advertise



Available Resources

- 
- <http://www.sca.org>
 - <http://www.sca.org/officers/chatelain/chatresources.html>
 - <http://www.sca.org/media/>
 - [http:// www.northshield.org](http://www.northshield.org)
 - Northshield Deputy Seneschal for Media Relations Page
 - Northshield Chatelaine's Page
 - Known Worlde Handbook (for ideas)
 - Northshield Chatelaines email list
 - Other groups. Ask for help when needed!

Don't Forget!!

- Flyers or handouts
- Business cards with contact info on it
- Sign-up Contact Sheet for people who want more info
- Educational material
- Extra materials for hands-on fun
- A copy of the Media Relations Policy
- Extra chairs and tables
- Group Banner (if the group has one)
- Extra cloth to hide modern items
- Something to demonstrate
- Good eye contact and the willingness to talk to people
- Follow-up with potential newcomers within 48 hours of the event

Don't Forget!!

- Use terminology that is easy to understand. Remember, demo attendees do not know the SCA
- Avoid words like "medieval" and "rapier." People might misunderstand what you are trying to say. Instead, use words like "Middle Ages" and "fencing."
- Avoid talking about religion, politics, brewing and vintning, or "adult" activities. Instead, talk about the family-friendly aspects of our organization
- Make sure your activities are age appropriate. Do not have 4-year-olds make glass beads or the elderly work on your forge.
- Have a warranted marshal on-site if you are doing any kind of fighting. If your group does not have one, ask a regional or kingdom officer to assist.
- Help is generally an email or a phone call away!