

Preparing For the Cooking Fire Safety Presentation

Select a Site for the Presentation

Choose a site that will allow a professional delivery while drawing the most citizens.

- Your audience should know the site, which should be readily accessible, including handicapped accessible. Public buildings are the most desirable because they are typically well known and are generally accessible to everyone.
- Consider the amount of seating. If you are expecting 50 participants, you must have at least that much comfortable seating.
- The participants must be able to see and hear you, as well as see any audiovisual materials you will be using. Some of your presentation may include a digital slide presentation but be sure everyone can see it
- If people will be driving to the site, ensure adequate parking.

Promote the Presentation

One of the tasks that will have the greatest impact on the success of your presentation will be effectively promoting it to the community.

1. The first step in promoting the presentation is to identify who you want to attend, otherwise known as the target audience.
2. Determining how your target audience receives information is the crucial step in the promotional process. As a general rule, always use multiple methods for dissemination information to the target audience. Some groups have unique sources for information, and if you don't use these specific sources, you will never reach the group.

If you are trying to reach the community at-large, or a general audience, the most effective resource is the mass media, including television, radio, newspapers, and the Internet. Other ideas for promoting the presentation include:

- Information in church bulletins
- Local cable
- Town hall
- Local newspaper

Gather Materials and Equipment

Generally, you will need the following materials:

- **Handouts.** You will need enough handouts for each anticipated participant. Handouts should include a brochure or information on cooking safety and the installation and maintenance of smoke alarms. Materials are available from the National Fire Protection Association, the U.S. Fire Administration and the U.S. Consumer Product Safety Commission. If the primary written language is Spanish, the handouts should be in English and Spanish.
- **Digital file.** If you are using a computer for the presentation, ensure you have the presentation with you on a CD or other suitable storage device.

If you are using your own laptop computer, have the file on the desktop ready to use and have a back-up file.

- **Refreshments.** You or the sponsor may wish to serve refreshments.
- **Door prizes.** Some educators like to provide door prizes as part of the presentation. If so, gather your door prizes in advance and decide how you will select the winners, such as a random drawing or by answering a question.

Gather Your Equipment to Support the Presentation

- **Audiovisual equipment.** If you are using digital slides, you will need a computer and digital projector.
- **Sound system.** If the site is a large auditorium or meeting room, you may need a sound system.

Set Up the Site

- Plan on arriving at the site at least one hour before the presentation start time to give yourself plenty of time to set up and be prepared to meet participants as they arrive.
- When you arrive at the site, inspect the meeting room. Decide where you will put your audiovisual equipment and the table for handouts. Remove any hazards, such as loose cords.
- Arrange the seating as needed. Remember, do everything possible to maximize the ability of the participants to see and hear you.
- Set up the audiovisual equipment. When possible, make sure you can move around the room without walking in front of the projector. Use duct tape to secure any extension cords or electronic cables.
- Once the equipment is set up, turn it on and ensure all controls are working. You may also wish to conduct a practice run through your digital slides.
- If you are expecting a large group, place a table near the entrance where you can distribute the handouts. Be sure the table and equipment does not block any emergency exits.
- Put out refreshments.

Deliver the Presentation

You are now ready. Welcome the participants and begin the presentation.