

## From East Kingdom Handbook

### How to run a demo

#### 1. Things to do before hand:

- a) If someone else is running the demo, work with them.
- b) If you run the demo, make sure you verify all details before the scheduled date.
  - A site
  - What equipment is available from the site and your local group: chairs, tables, changing rooms, fighting field and boudaries, place for dancing, electricity, etc...
  - Rain date, if possible, or needed
  - Publicity? Give the person handling the sponsorship of the demo a press release. Contact Kingdom or regional media representative to find out more about creating SCA press releases.
  - What size and type of crowd will you be expecting?
  - Who from your group can you expect? Can you expect people from neighboring groups?
  - What should each participant bring?
  - Who is running fighting? Dancing? Arts and Science?
  - Do you have music? For dancing? Just as background (not too loud)?
  - Have examples of as much you can muster:
    - Armor, embroidery, heraldry, scrolls.
    - Have special things that kids can handle, try on, play with.

If you can't supply all this, find other members of your group who can!

#### C. Things to get ready to take to a demo:

1. Photo album with good pictures, with permission of people in pictures. Please, not just fighting pictures!
2. Publications- TI, Aestel, local newsletters, Complete Anachronist, with extra copies on hand if they are available.
3. Introduction handouts or brochures with a NAME, EMAIL, WEBSITES, and/or PHONE NUMBER for interested people to contact later.
4. Written press release or event copy (an official statement about the event approved by your Seneschal or Media Representative.
5. List of neighboring chatelaines or local group contacts, in case you get visitors from outside your area.
6. Sign-up sheet for interested people (fill the first line or two with "fake names" so people will see they aren't the only people interested in looking for more info).

#### 2. During the Demo:

- (a) Greet everyone with something like, "Greetings, my lords and ladies. We are the Society for Creative Anachronism, a not-for-profit research organization that re-creates the arts and

way of life of the Middle Ages and Renaissance periods. If you have any questions, please ask!" Let them look around, watch the fighting, dancing, what you have to show them. Then ask if they have any questions and try to answer them. If you can't, find someone who can or offer to find out and get back to them. Follow through on your promises!

- (b) If someone seems interested, tell them a bit more about the SCA and give them a handout and have them sign up on your sheet. Ask them what areas of the SCA they are most interested in and introduce them to other who have the same interests, if they are there or have time to meet the newcomer.
  - (c) Invite interested parties to come to your next meeting, or newcomer's activity and give them directions.
  - (d) Before they leave, tell them to call you if they have any more questions later. Tell them it's been nice talking to them and you hope to see them again at the next meeting. But don't pressure them.
  - (e) After they leave, make a note of what you talked about to whom, so that if they call you, you will be reminded of which person and conversation goes with which name.
3. After the Demo:
- (a) Contact everyone on your list. Ask them if they would like an information packet and invite them to your next meeting or special newcomer activity. If you only have a few people, you might wait until after your next demo before doing a newcomers meeting, but don't wait too long. Or invite them to come a half hour before the next meeting, so that the two of you can talk, and you can fill them in as to what will be happening at the meeting. Get them involved as soon as possible.
  - (b) Follow up on the site-did you get paid? If your doing the demo in exchange for use of the site, have you made arrangements for your free or discounted date? Do you want to do that demo again? Thank the person in charge and see if they suggestions for next year. See if you could get a testimonial from a successful demo sponsor, to fill your sponsorship packets with.