

Exhibition / display stand



TYPE OF TOOL: **INTERPERSONAL COMMUNICATION/PUBLIC SPEAKING**

► See "Poster/Billboard" Example Tools Worksheet



Goals

- Present a project, a program, an organization; Inform; Sensitization; Mobilization; Add Value



Targets

- General Public
- Partners
- Donors, Funders; Decision-makers; Media



Production Steps

You can organize your own Exhibition or participate in one organized by some other organization. For the latter, you must get the details about the place where it is to be held and information regarding setting up the exhibit stand, including exactly what equipment will be provided (furniture, podium, electricity, etc.) as well as the amount of space allocated.

DESIGN

Choose a topic/theme; Find an accessible, attractive, and spacious exhibition space for example in a gallery, restaurant, cultural center. Set up the exhibition in conformance with the technical and physical space constraints (display stands size, lighting, wall colors, etc.) The major part of this task is the designing and putting together the exhibition, gathering all the necessary elements: the information, images, written text, the sign boards, and deciding on the appropriate format and dimensions. Ideally, the exhibit or display should deal broadly with a single subject, breaking down the topic into sub-themes, if necessary. It's advisable to call on the services of a graphic artist to do the design work. Conduct an effective communication campaign to encourage the public to come see the exhibition as well as to generate media interest. If necessary, hire a consultant or a communication agency.

PRODUCTION

Choose the type of exhibit/display format you intend to use: printed tarpaulins (vinyl or cotton) that are either flexible and/or transportable; foam board (polyurethane foam between 2 thin layers of cardboard), posters that are either framed or hung on grids supplied by the organizer. Avoid overloading the exhibit or display stand. Think about lighting. Leave a space where you can sit/talk to the press or others who come by the display; Furniture: according to the budget, provide one or more tables, a desk, chairs, portfolios, kakemonos (roll-up banners). Be sure to also have information on hand which people can take with them i.e., Business cards, brochures, flyers, etc. and, if possible, offer refreshments.

Key points:

If the exhibition is mobile, think about the size and weight for carrying and transporting it. If it is to be a mobile exhibit, think about using the lightest materials as possible, like Kakemonos (fabric roll-up banners) Provide large display board and attractive decorations. Focus on promoting the event. Ensure constant presence, that there is always someone at the stand and that those persons are capable of answering questions about the exhibition.



Content

Billboards; Poster Boards; Graphics; Furniture; Communication Materials

MESSAGES

Information, sensitization, mobilization, education, and scientific information.

IMAGES

The display boards must be attractive from a distance; The images should be of high quality. Don't use too many images or else viewer will be distracted from the main theme.

Examples

FIBA MPAs Exhibition Flyer; IBAP Guinea Bissau Exhibition Leaflets; Biosfera Photo Exhibition; RAMPAO Photo Exhibition.



Indicators

- Number of visitors (Have someone assigned to be at the display at all times; even have someone to take visitor count);
- Number of people who sign the Contact List
- Media coverage



Experience Capitalization

A good way to capitalize on the exhibition is to share the information via film, e.g., television, Internet, Social Media (something that can be done live during the exhibit as well), making a DVD, and even putting it on a USB flash drive –all of these are means for making this event available to a much wider audience. It is also important to take photos, videos, and do interviews with visitors to the exhibit throughout the exhibit.