



TODAY'S TRAINING - “HOW TO BUILD EFFECTIVE VIRTUAL PROGRAMS”



- Everyone will be placed on MUTE
- Ask Questions in the Comment Box during the presentation
- At the Conclusion we will open it up for more questions

HOW TO BUILD EFFECTIVE VIRTUAL PROGRAMS

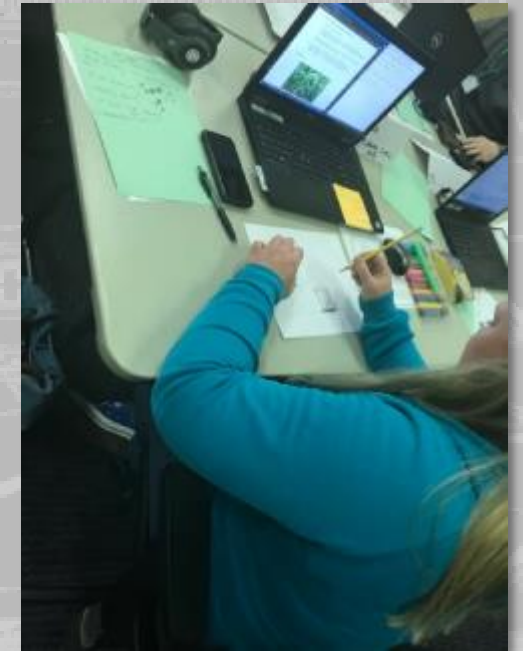
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US Army Corps
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TODAY'S AGENDA



Program Composition

- Specific theme, FOCUSED
- WOW factor/interactive
- PREPARE and PRACTICE!
- Props
- Program Length

Presentation skills

Example Program



THE VIRTUAL PROGRAM COMPOSITION

Subtitle here



SO, WHAT MAKES A GOOD VIDEO PROGRAM?

To catch and keep your audience's attention, the program must:

- be easy to follow (*Organized*)
- connect to what matters to an audience (*Relevant*)
- be mentally pleasing to process (*Enjoyable*)

The program has to be crafted for the audience.

- Remember that, even though you are designing a program for a pre-k audience, it will remain on the internet for a wider audience to view for a very long time and should stand on its own.

Example: Today's animated films are designed for children but include gags, jokes, etc. for the adults.



HOW ARE WE GOING TO DEVELOP A GREAT VIDEO PROGRAM?



We will use **POETRY!**

- ❑ A program that designed and presented without POETRY will not be successful.
- ❑ "Simply put, when your interpretation is Organized, Relevant, and Enjoyable for your audiences, you stand a good chance of provoking them to think." Sam Ham

Purposeful
Organized
Enjoyable
Thematic
Relevant
You





PURPOSEFUL

Further the missions of the agency

- Communication and educational processes provided to internal and external audiences, which support the **accomplishment** of **Corps missions**, tell the **Corps story**, and **reveal** the **meanings** of, and **relationships** between natural, cultural, and created environments and features.

Purposes

- interpreting Corps missions or telling the *Corps Story*
- promoting stewardship
- saving lives
- solving management problems

Example: A summer day camp requests virtual program about frogs or turtles.



PURPOSEFUL PROVOCATION



“The chief aim of Interpretation is not instruction, but provocation.”
Freeman Tilden

Provocation not Education

*“Information, as such, is not Interpretation. Interpretation is **revelation** based upon information.”* Freeman Tilden

- Not just information and facts, not fact puking
- Make them think and want to learn more
- 2 qualities to make it thought provoking
 - " it must motivate the audience to process it by connecting things that matter to them - that is it must be **relevant** to them“ Sam Ham
 - "it must be perceived by the audience to be easy to understand and process.“ (**organized**) Sam Ham

Goals of Interpretation:

- Make connections
- Make memories
- Be thought provoking

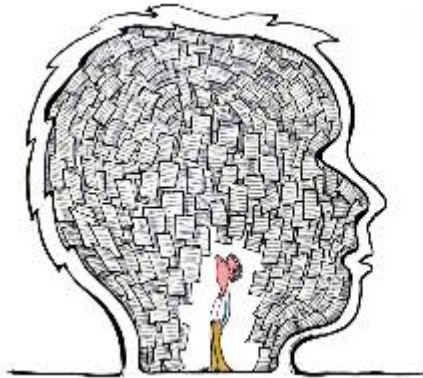




ORGANIZED

Easy to process = Organized

- ❑ Presented in a way that is easy to follow
 - Has to be easy for the audience to understand as they won't work for it or stay tuned if it is confusing or too hard to get the message.
 - If the perceived reward is greater than the effort required to understand, they will pay attention.
- ❑ State the goals of your program upfront and summarize them again at the end of the program. (example: three most important amphibians in the wetland)
- ❑ Three subthemes or less which follow a logical train of thought and are each tied back to the main theme.





ENJOYABLE

Pleasing to process = Enjoyable

- ❑ Presented in a way that matches the audience's idea of having a good time.
- ❑ Noncaptive Audience: Viewers may only spend 10-20 seconds watching to figure out what it is about, if it is enjoyable (pleasing), and if they want to watch more.
 - You must grab their attention with catchy titles, interesting thumbnails, and a grabber/hook at the very beginning.
- ❑ Try to make the program interactive, changing scenes, lively, and colorful to maintain interest





RELEVANT

Motivated to process = Relevant

“Any interpretation that does not somehow relate what is being displayed or described to something within the personality or experience of the visitor will be sterile.” Freeman Tilden

- Program must consistently link to things the audience already cares about to be successful
- Has to be relevant to the audience.
 - #USACEeducates posts that were not relevant to a wide audience received much less interaction/play.
- We may find it exciting and important to us, but no one outside the Corps may. You have to show why it is important to them, make it exciting and interesting, or choose something different.

Why would you visitors want to know this (your theme and the information you will be providing them with)?

How do you want the visitors to USE the information you are interpreting to them?



THEMATIC

What is a theme?

- The central message of the program that captures a single whole idea you want your audience to think about.
- Provides organizational structure and clarifies understanding
- Not the topic!
- A theme should:
 - Be stated as short, simple, complete sentences.
 - Contain only one idea.
 - Reveal the overall purpose of the presentation.
 - Be specific.
 - Be interestingly worded (active verbs)
- Relevance! "When you wrap a theme around an appropriate universal concept(s), you give it power it wouldn't otherwise have." Sam Ham
 - Intangibles
 - **Universals:** intangibles that nearly every human has experienced. Using universals is one of the most effective ways to build that emotional connection between our audience and the resource we interpret.



THEMATIC

How do you make a theme stronger?

- Use the everyday conversational language of the audience
- Shorter themes are easier to process than long ones.
- Make the connections stand out by using analogies.
- A metaphor or simile can add relevance
- Putting "you" into the theme speaks directly to the audience and engages the audience's imagination by putting themselves into the theme.





HOW DO YOU KNOW IF YOU HAVE A STRONG THEME?



- It answers the question “So What?”
- Provokes its audience to think
- Attracts attention and creates curiosity
- Make statements about things that interest the audience
- Begs for additional detail and development because of the intrigue it creates - people simply want to know more.

Examples:

- ❖ With every sip of wine, the toil and blood of our ancestors become part of you. (*relevance*)
- ❖ If you were an ancient Maya, being clever was often more important than being strong, especially if you wanted to stay alive. (*personal*)
- ❖ The internal plumbing system of an active volcano works like a pressure cooker and an agitated bottle of champagne. (*analogy*)
- ❖ Our persecution of wolves is driving them to extinction.



YOU!



- If you aren't having fun, they won't be having fun.
- You are human and humans make mistakes.
- Your video will never be “perfect”, but should always be professional.

- You are the most important part of the program!





THREE INGREDIENTS FOR INTERPRETIVE SUCCESS



1. Get people to do something
2. Use concept repetition, concept repetition
concept repetition, concept repetition
3. Make it personally relevant by using
universal concepts to help people relate to
your site!





PREPARE, PRACTICE, PRESENT!



Speakers are not born, they are Made

- Know Your Subject
- Practice, Prepare, Present
- Pause, Vary Your Voice
- Nonverbal Messages
- Self Assurance

To fail to prepare is to prepare to fail



PUBLIC SPEAKING TIPS

- OK to Say, "I don't Know??"
- Know Your Audience – Connection
- Understandable Language
- One Idea/Theme with 3/4 Points



AUDIENCE AS THE JUDGE



58% - How You Look

7% - What You Say

35% - How You Sound

The Audience Wants You to Succeed

You Don't Have to be Perfect and Don't Apologize

Give Your Audience Something of Value





LOOK GOOD TO BE GOOD



- Should Presenters Care About Appearance?
- Greater than 50% of Success or Failure is Based on the Image YOU Portray.
- Pressed Pants/Shirts
- Polished Shoes
- Appearance High and Tight!



CALMING YOUR NERVES

- Make Sure Your Audio Visuals are Good to Go
- Have a Backup Plan
- Bring a Bottle of Water
- Deep Breathing
- Visualize Success
- Props



PROPS: GOOD, BAD, OR OTHERWISE



- Inexpensive/Everywhere
- Reach Out & Touch
- Reliable
- Props are Personal
- Organize Your Thoughts
- Maximizes Audience Attention





HOW LONG CAN YOU GO?



Two types of Programs:

- Taped for future viewing
 - 10 minutes or less

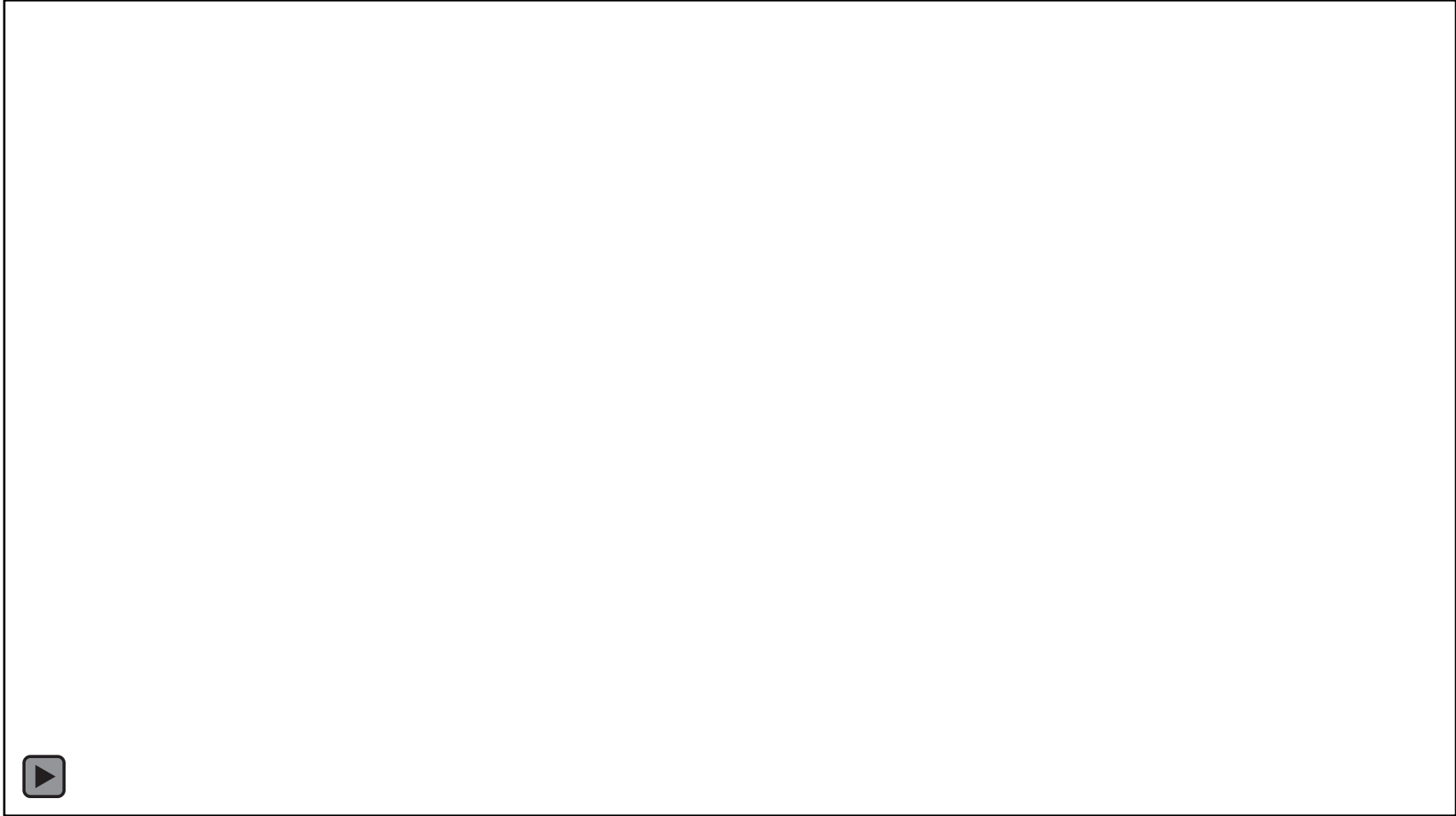
- Interactive Program with Live Audience
 - 45-60 minutes
 - Leave time for questions
 - Have a buddy to help you track questions





PRESENTATION SKILLS FOR THE VIRTUAL PROGRAM

Subtitle here





LET'S SEE IT LIVE!

Hydro in a Bag program

Ryan Braaten
Chief of Interpretation
SWD/Little Rock District/Table Rock Lake



QUESTIONS??

Upcoming Webinars:

14 AUG, 1430 EST – “How to Build an Effective Virtual Program”

21 AUG, 1430 EST – “Timelooper Platform for Virtual Tours”

25 AUG, 1430 EST – “Presenting Virtually”

27 AUG, 1430 EST – “Presenting Virtually”