



AITC Display Tips

Purpose of the display

Promotion, information, distribution

Audience you want to attract

Kids, adults, volunteers or teachers

What message you want to send or give?

Physical layout of the display and area

Table, tent, on cement or grass

Equipment and Resources Available

Tables provided? Electricity, garbage cans, water, signs

Indoors or outdoors

Wind- will things blow away?
Rain – Heat – Do you need fans?

What do you want to communicate or do with your target audience?

- Hands-on activities
- Information
- Give away items
- Resources
- Contact information
- Response cards
- Signage

Volunteers and Helpers

Do you have enough help?
Shifts? Do they know what they should do?

What needs to be prepared prior to event?

Especially if there's hands-on activities!! Are there things to cut, assemble or pre-measure?

How easy is it to use the items you've chosen?

Evaluating the success of the event?
Contacts – Items used – Response cards...