WHAT IS A DEMONSTRATION?
An expert showing how to use a product or perform a procedure; also used to showcase a new product or process in order to market and spread innovations.

A DEMONSTRATION ACTIVITY MAY BE ORGANIZED
» at the implementation stages of a project.
» for smaller groups (5 to 20 people).

USE IT TO
» apply knowledge or master a process.
» have a high level of participant involvement.
» share practical experience or process steps.
» share innovations and good practice.
» enable knowledge transfer within one’s own context.

HOW TO USE IT
» Ensure that the expert has good pedagogical skills and adapts the demonstration for the needs of the audience.
» Make follow-up discussion, practice and/or performance support available to help with practical application in the participant context.
» It helps to have two people running a demonstration activity—one to run the demonstration and the other to speak about what is being demonstrated.
» Encourage the expert(s)/presenter(s) to embrace questions and concerns, delve deeper to clarify, and involve the rest of the participants in answering questions.
» Make sure that each participant has an opportunity to practice what was demonstrated.