

# Planning, presenting, and delivering effective floral design demonstrations

## Content of the Demonstrators Unit Introduction

1. **Demonstration Structure and Flow**
  - a. Opening Introduction
2. **Programme Planning and Preparation**
  - a. Educational Purpose and Key Learning Points
  - b. Budgeting and Cost Management
  - c. Design Planning and Creative Development
  - d. Design Templates and Supporting Notes
  - e. Timing, Pacing, and Programme Flow
  - f. Transportation, Packing, and Set-Up
  - g. Host Introduction and Event Welcome
  - h. Host Responsibilities and Support Requirements
  - i. Building Confidence as a Demonstrator
  - j. Adapting the Demonstration for Different Audiences
  - k. Presenting Floral Design Demonstrations Online
3. **Additional Considerations**

### Final Checklist

- Confirm the contract, venue, timing, and budget in advance.
- Prepare designs, mechanics, materials, and labelled containers before the event.
- Bring copies of your introduction, demonstration plan, and contract.
- Arrive early to unload, set up, and check visibility for the audience.
- Manage time carefully and leave room for questions if possible.
- Agree in advance what will happen to the finished designs and any extra materials.

### Closing Summary

A successful floral design demonstration is built on thoughtful planning, clear communication, and confidence in your creative process. By preparing carefully, understanding your audience, and allowing your own style and enthusiasm to shine through, you can create an enjoyable and inspiring experience for everyone involved. Each demonstration is an opportunity to share knowledge, encourage creativity, and celebrate the beauty of floral design.

Program runs from 8.30am on the dot Saturday the 28<sup>th</sup> through to Sunday the 29<sup>th</sup> of November finishing at around 4pm.

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