

Guide to Speaking at Community Events

Attending community events such as fairs, shows, and conferences is a vital way for the Lung Health Foundation (LHF) to raise awareness and broaden access to our programs and services. Engaging with the community at these events helps us connect with individuals who can benefit from our support and advocacy.

Become Familiar with All of Our Programs and Services

Explore Our Website:

- Thoroughly review the descriptions of our programs and services on our website. This will ensure you have up-to-date and comprehensive knowledge.

Consult Our Brochure:

- Use our Community Programs and Partnerships brochure to provide concise summaries of what LHF offers. If you need additional information or clarification, don't hesitate to reach out to another LHF team member.

Practice Your Short Spiels

Key Words and Highlights:

- Identify key words that capture the essence of LHF's programs and services. Focus on features that resonate with you personally.
- Craft brief, impactful statements about each program, highlighting what makes them valuable. This will help you communicate effectively and confidently when engaging with new visitors.

Utilize Physical Resources

Resource Familiarity:

- Review the physical materials available for distribution at events, such as the Community Programs Brochure, My Lung Health Coach wallet cards, and Quash postcards. Familiarize yourself with these items so you can present them to visitors and encourage them to take the materials with them.

Engagement Through Materials:

- Use these resources to supplement your conversations, ensuring visitors leave with tangible information about LHF's offerings.

Track Interactions and Learn from Them

Adaptability:

- Every event and audience is unique. Pay attention to visitors' reactions and interests to tailor your approach accordingly. What works well at one event might need adjustment at another.

Conversation Flow:

- Treat interactions as conversations. Ask open-ended questions to understand visitors' needs and interests better and encourage them to ask questions in return. Be adaptable and responsive to the flow of conversation.

Additional Tips for Success

Engage with Enthusiasm:

- Show genuine interest in the topics you discuss and in the people you meet. Your enthusiasm can be contagious and make your interactions more memorable.

Follow-Up:

- If you have the opportunity, collect contact information from interested individuals to follow up with them later. This can help build lasting connections and provide further information about LHF's programs and services.

Feedback Collection:

- After the event, take time to review what worked well and what could be improved. This feedback will be valuable for future events and help refine your approach.

Effective outreach at community events requires preparation, enthusiasm, and adaptability. By understanding LHF's offerings, practicing your messaging, utilizing available resources, and engaging with your audience, you'll be well-equipped to represent our organization and make a positive impact.