

Presentation of your NGO at forums

There are many ways to present your non-profit organisation in public. One of them is a presentation on specialised forums where various NGOs of a certain area meet and present themselves. This way you can easily gain the attention of people that could become members, of NGOs to cooperate with, even of press and television and generally of everyone that could possibly support you. It is a chance that is best not to miss, since you can have a direct personal contact with everyone. Below you will find some useful advice you could use concerning this matter.



NGO market

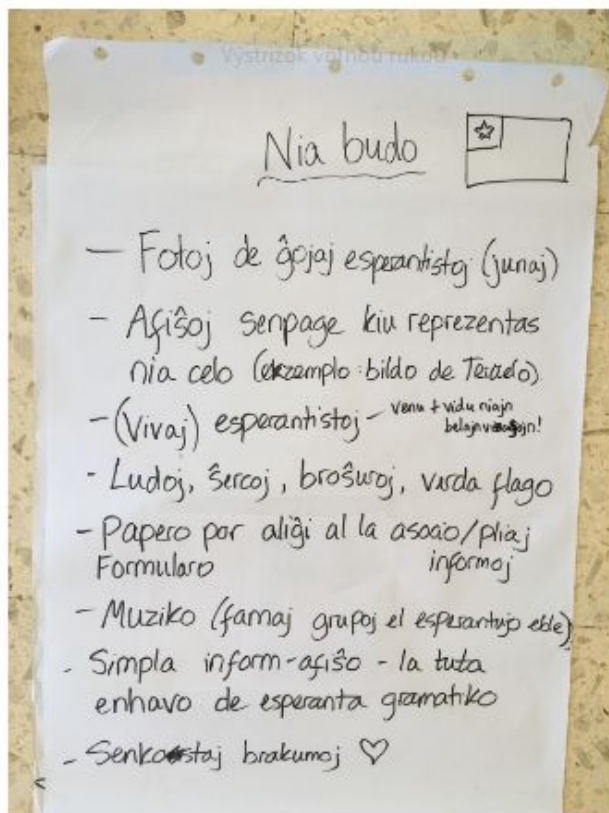
1. **Always look** for opportunities. Google will help you a lot with this one. Simply type “NGO forum”, add your area and see what comes out. Hopefully it will be something relevant.

For example, in Czech Republic we have an organisation called Forum 2000 that organizes various interesting events such as the NGO market or the Democracy festival. You can look it up here: <http://www.forum2000.cz/en/homepage>

There is a significant probability that something like this exists in your area.

2. **Prepare yourself.** This is definitely the largest part, or should take the most time.
 - You need to define your goals and the target group. Do you want to gain more members? Do you need more money for your activities? Do you want media to notice you? You should make a strategy according to your answers.
 - Create materials such as presentations about your NGO, some quizzes, leaflets, posters, banners etc. Anything that your budget allows you and you think will help your image.
 - Prepare answers for stereotypical questions. For example, concerning Esperanto there are a lot of them: How many people speak Esperanto? How can I use it? What

will I gain from learning it? How much time does it take to learn it? You need to be ready, because these little things could easily catch you unprepared.



Result of a working group

3. **Give additional value.** People will not be interested in you, if they don't see a potential gain in it. The gain can have various forms. It can be material like a pen, a book or even a cookie. The immaterial part, however, is a lot larger. You can give them entertainment by music, poetry etc. You can challenge them with a quiz. You can give them a feeling of belonging somewhere (when they join you). The last one is really hard, since you first need to give them a reason to join you. It can be opportunities for free travelling, for earning money etc. The conclusion is that simply by giving out free pencils, you can get a lot more attention.
4. **Gain attention.** I suppose you already understand this concept. I will simply conclude it. You need to prepare materials to attract attention such as colourful posters or banners, or prepare a quiz, where people can be awarded, give away pencils, play some music etc.
5. **Always keep your position** at the stand, because nothing is worse than an interested person in front of an empty stand. Like this you could lose potential members, investors, attention etc. For this you need more than one person to come represent, so that everyone could look around at other NGOs as well.



Stand at a NGO market

- 6. Networking, networking, networking!** This word is significantly used in current society. Especially concerning the professional part of life, but what does it mean?

It is an exchange of information among individuals and you can use it in your favour. The basic goal is to gain important contacts you could benefit from.

In order to fulfill the potential of networking, you should talk to as many people as possible to see what they can offer you and, not less importantly, what you can offer them. Maybe you can find a fruitful symbiosis.

- 7. Keep in touch** with everyone interested in your activities, so that your work will fall on a fertile ground. Remember that it is usually better to take contact rather than give yours away, because like this you are the one in control. Managing both, however, is amazing.