

Using Resource People

Using Resource People in Program Development

Resource people are experts or authorities who contribute information and opinions to participants in a learning situation. They frequently are used to conduct educational activities, but may also be helpful to your committee at the program planning stage.

Resource people may be from within or outside the organization. Base your selection on their knowledge of the topic and ability to successfully cover and communicate information to the audience.

Proper preparation of the resource person – and your committee – can enhance achievement of intended educational goals. Consider the ideas in this worksheet as you communicate with resource people involved. Adjust each item to fit your own situation.

Worksheet

Advance Preparations

Communicate these things to the resource person:

- Type of activity _____
(committee meeting, workshop, field day, etc.)
- Time, date, and place of activity _____
- Sponsoring group and its purpose _____
- Purposes of the event _____
- Expected audience (participants) _____
(It's helpful to let the resource person know how many are expected, their occupation, approximate age or age range, educational level, income level, sex, level of skill or prior knowledge of the subject.)
- Specific points you want the resource person to cover _____

- Time allotted for presentation _____
- Tentative agenda _____
(Mention what else will be included, other resource people and their participation responsibilities.)
- Suggested methods to be used, or how audience will be involved _____

(Will there be time for questions and answers? Is group discussion expected?)

- Name, address, and telephone number of person who will contact the resource person.

CONFIRM the resource person's availability for the event. Find out if any special facilities or equipment will be needed by the speaker. Also, get some biographical information for advance publicity and introductions.

Before the Event		
Check Here	Supply the resource person with:	Who Will Do It
	Confirmation of arrangements in writing – make late changes by telephone.	
	Exact time, date, location of the event – instructions on how to get there.	
	Information on lodging, meals, travel arrangements, if appropriate.	
	Telephone number where the person could be contacted in case of emergency.	
During the Activity		
For the activity itself, arrange for one or more committee members to take care of the following items.		
	Item	Who Will Do It
	Meet the resource person. Give a friendly welcome, put the person at ease.	
	Check on needed equipment or arrangements. (NEVER assume that someone else has taken care of things.)	
	Offer assistance in securing meals, lodging, etc.	
	Before the activity, introduce the resource person to others involved in the activity.	
	Check on information for introducing the resource person to the audience.	
	Make suitable formal introduction. (See next page.)	
	Give audience a chance to ask questions. Guide the discussion period.	
	Give audience an opportunity to express thanks.	
	Express committee's appreciation privately and/or publicly.	
Afterward		
	Write a letter of appreciation.	
	Get evaluative comments and suggestions for improvement, follow-up procedures, and other resources. Record your evaluation of the situation ability and contribution of the resource person.	

Introducing the Resource Person

It's an important duty to introduce a speaker – the introduction can determine how well the speaker's ideas are accepted by the audience. Prepare yourself by asking these questions about the speaker:

1. WHO IS THIS PERSON?

Audiences usually want to know the person's name. Some may already know the person, but many will not. Introduce the speaker as **someone the audience would like to know**.

2. WHERE DOES THIS PERSON COME FROM?

This may seem insignificant, but listeners usually like to know two things: where the speaker was from originally and where the speaker comes from now.

3. HOW IS THIS PERSON QUALIFIED ON THE SUBJECT?

Choose facts to share from the speaker's experience, abilities, and qualifications – things that relate to the subject of the talk.

4. WHY SHOULD I LISTEN?

Show a need for information on this subject. Create audience interest to the speech subject, even create suspense.

When You Introduce a Speaker, You Should:

- Usually cover all four questions above, briefly.
- Plan, prepare, and practice your introduction.
- Check the introduction you'll make with the speaker.
- Adjust the nature of the introduction to the tone of the speech.
- Aim your remarks at the audience, not the speaker.
- Speak loudly and clearly – sound enthusiastic about having this person as a speaker.
- Pronounce the speaker's name correctly – give correct title. Ask the speaker how he/she wants to be addressed: Mr., Dr., Ms. Miss, Mrs. – or by name only.
- Announce the subject or title of the speech.
- Remain standing until the speaker has come forward.
- Don't mix the introduction with announcements, reports or other business.
- Don't use trite remarks like, "Our speaker needs no introduction..." or "We are fortunate tonight to have..."
- Don't cover material the speaker has been asked to talk about.
- Don't tell embarrassing stories about the speaker or say he/she is a substitute or isn't well known. Tell how the person is qualified on the subject.
- Don't rehash the speech after the speaker has finished.

Information in this publication has been adapted for Arkansas. Original materials were prepared by Program and Staff Development Specialists, Texas Agricultural Extension Service.

The Arkansas Cooperative Extension Service offers its programs to all eligible persons regardless of race, color, national origin, religion, gender, age, disability, marital or veteran status, or any other legally protected status, and is an Equal Opportunity Employer.