FarmDemo

TIPS ON HOW TO DEAL WITH CHALLENGES DEMO ORGANISERS FACE

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In the table, we give an overview of the questions that emerged in the NEFERTITI project amongst practitioners while organising their demonstrations. In response to these questions, we provide practical tips on how to deal with these questions and/or examples of how you can use these emerging questions to formulate objectives to target.

We highly encourage demonstration organisers to take a look at the examples of objectives in the fourth column of the table. As you will notice, these objectives are targeted at the **process** of organising demo events. They are also specific enough that they are manageable and answerable. By setting such objectives on the process of organising demonstrations, the organising team can more easily evaluate, learn and improve future demo design processes.

Of course, these objectives serve as *examples*; the organisation team can take them as inspiration or, if applicable, adjust them to their specific context. When formulating your own objectives, keep in mind the questions: **what, where, how and when**? By doing so, you formulate objectives that are specific. Also keep in mind that for one demo event, you can formulate more than one objective. For example, you can formulate an objective for preparing the demo, during the demo and after the demo. Or you can pick some of the categories (column 1) and formulate objectives about a few of the categories for one demo event.

CATEGORY	EMERGING QUESTION	TIPS	EXAMPLES OF OBJECTIVES
OBJECTIVE AND TARGET AUDIENCE	How to **reach the target audience?**	• Use mailing lists from farmers of associated groups you may work with. • Use official mailing lists (e.g. from governmental bodies). • Use WhatsApp groups (especially if their members are a specific target group such as farmers interested in precision agriculture). • Use advisors' networks. • Use Twitter to reach a more general public. • Use LinkedIn to invite professionals such as advisors, policy makers, researchers (also post an invite in any relevant LinkedIn groups you may be part of to target a specific group). • Use relevant Facebook groups to target a specific audience (e.g. a group where participants share information about specific machinery). • Formulating clear and specific objectives may make it easier to determine who your target audience should be.	
	How to **attract (enough) participants** with an interest in the demo topic?		The goal for demo event X is to attract 30 people who are interested in intercropping. *Reflect afterwards on how you went about achieving this objective. Did you achieve your goal? If yes: how did you attract these people, through which channels did you find them, etc.?*
	How **to target policy makers** for a demo event?	• Ask help from WP6 about how to actively involve policy makers. • Include (a specific) agricultural policy as a topic in your demo (e.g. CAP, eco schemes, etc.). • Policy makers may be more eager to join if there is a big event, around election time and when there is press present at an event. • Try to send a personal invitation (instead of mailing to info@...). • Collaborate with others who already have established relations with policy makers (e.g. farmer's group or an advisory organisation). • Make the value of NEFERTITI very clear in invitations to policy makers. • Make sure there are other participants who are of interest to policy makers (e.g. head of an advisory organisation). • During the 2020 NEFERTITI annual meeting, this topic was discussed extensively. For more tips, you can go through the minutes of the 2020 annual NEFERTITI meeting.	

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OBJECTIVE AND TARGET AUDIENCE	How **to determine the interest and profile** of the target group?		In our first demo of this year, we will ask at least 20 organic farmers to fill in a quick menti meter survey (**mentimeter.com**) about their interests and profile. *Reflect on the outcomes of the survey and make conclusions about it for future demonstrations. Reflect: did this work? Are participants indeed interested? Etc.*
DEMONSTRATION FARM	**How to** motivate farmers **to host a demo event?**	Make sure there is an incentive for the host farmer to collaborate with you: what is in it for him/her?	
	How to **coordinate better** with other events that are going on?		During this demo year, we will collaborate with at least 1 other relevant EU project and 1 local event organised by a farmer's group. *Reflect on how you went about these collaborations, what did you learn, want went well, what went wrong, were these collaborations worth it? Why?*
	Can we share **best practice examples** of inspiring young farmers, new-entrances, new on-farm-volunteers and new on-farm-consumers?		We will organise a Skype session with other demonstration organisers every 2 months to share best practices, practical tips and experiences. *Share those the good examples with your peers/colleagues!*
	How can we **find inspirational farmers?**	• Use your own connections to ask for tips: for example from agricultural experts, advisors, other researchers. • Make sure you build some sort of relationship with the host farmer prior to the event.	

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DEMO SET-UP	How to make a good **time table** for a demo?	It can be helpful to make both a time table (quick overview of what and when) and a script (more elaboration of who does what, where, when, in what order, what to say, which tools to use, etc.) in preparation of an event. Sharing a time table/script with everyone involved can be a way to avoid miscommunications and make sure everyone knows what is expected of them. *Do you have a good template for a time table/script? Do share within your peers/ colleagues!*	In preparation of demo event X, we are going to create a detailed time table with specification of time, place, roles and necessities. *Evaluate after the event: what was helpful and what was not? What do you think you should change next time? Make conclusions for future events.*
	How to organise more **interactive events?**		During demo X, time for presentations will be limited to 10 minutes, we will organise at least 3 different activities during the event and evaluate them. *Reflect on the types of activities you organised and how well they went. Make conclusions for future events.*
PROMOTION	How to reach the **target audience?**	Use specific dissemination channels if you want to target a specific audience (e.g. organic farmers).	Prior to demo event X, we will research suitable communication and dissemination channels to reach target audience A and we will do a quick survey at the end of the event to ask how participants got to know about the event.
	How to **use social media** to get people engaged?		Prior to demo event X about proximal soil sensing, we will use social media platform Y to invite participants to the event and also engage with them through posing questions/statements. During demo event X we will live stream (parts of) the event on Facebook and engage with online participants in the chat. After demo event X, we will continue discussion and knowledge exchange about proximal soil sensing on social media and ask for feedback from both online and 'live' participants. *The above examples show how you can formulate objectives for preparing an event, during an event and after the event. Afterwards, you can describe shortly how you used social media and evaluate successes, failures, lessons, etc.*

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PROMOTION	How to optimally make use of **social media channels?**	Make use of multiple channels to attract a diverse crowd (e.g. in terms of age). Examples: use twitter, Facebook and WhatsApp groups to inform people about the event and invite participants. Ask relevant parties (e.g. universities, farmer's organisation, advisory organisation) to re-tweet, share, like, etc. to reach a broader audience. But be aware that this can result in a broad audience showing up. If you want to target a specific group, you may want to use specific mailing lists, or Facebook groups, etc.	
LEARNING AND FACILITATING	How to use and introduce a **variety of learning methods?**		During demo event X, we will integrate learning methods a, b and c and we will evaluate these methods with the participants.
	How to deal with participants who are **reluctant to share and exchange** knowledge?	• Making smaller sub-groups for discussion can help to create a safer environment for participants to share. • Make sure there are also some informal moments during the event where participants can get to know each other. • Include some ice-breaker exercises during the event (see also tips for the next question). • Ask questions and invite specific participants to respond (this is also a way to avoid 1 or w people monopolising of the conversation). • Think about how you want to divide participants if you split in smaller groups (e.g. make a 'beginner' group and an 'advanced' group). • Make sure there are designated facilitators to facilitate discussions (also in smaller groups!).	
	Which **tools** can be explored **to help participants open up?**	**Some suggestions** • Start a demo with a getting-to-know-each-other round of introductions. • Use an ice-breaker/energizer exercise (e.g. ask to share a fun fact; find 3 things you have in common with the person next to you; 'mega-mind map' exercise; 'instant architect' exercise). Look at this chapter from the MSP Guide for inspiration on introductions during an event that can help participants get more comfortable with each other.	During demo event X, we will pay special attention to tools to help participants open up more. We will use at least 2 different tools and ask for feedback from participants at the end of de event. *Afterwards, evaluate which tools you used and how participants evaluated them. Make conclusions for future events.*

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LEARNING AND FACILITATING	How to facilitate **knowledge exchange in large groups?**	• <u>This</u> Action Catalogue is also a good source for facilitation tools (the catalogue is an outcome of the Engage2020 project). • The above linked MSP Guide and Action Catalogue provide many more tools for facilitation and multi-stakeholder partnerships. • *If you find other relevant (online) sources with facilitation tools, please share them with your peers/colleagues!*	
	How to **incentivize farmers** to share knowledge?	An easy way to simply ask farmers what they would like to gain from taking part in a demonstration event or being a host of a demonstration event and make sure you cater to their needs. Also make sure to include an incentive in your invitation (What's in it for them?!).	
EVALUATION AND FOLLOW-UP	How can we **measure impact?**	This remains a difficult topic to address because measuring impact requires quite some time for data collection and additional analysis of data. Demo organisers could collaborate with universities and ask students to perform an impact analysis to gain insights. The organisation team can specify in advance how they will measure impact of the event by thinking about the following questions: when do we consider a demo to be successful? What kind of impact do we want to measure? Impact of methods used? Impact on innovation uptake?	We consider our demo event as successful when X happens. We will measure the impact of our demo event by monitoring Y. We will measure the impact of the methods used during the demo event by monitoring Z. We will measure the impact of the demo event on the innovation uptake by monitoring Z.
	How to **stay in touch** with participants after the event?	Some hubs have good experiences with providing an online space (such as a Facebook group) where participants can keep sharing experiences and ask questions. Simply putting together a mailing list and sending some additional information, a thank you note or pictures/videos of the event can also be a way to stay in touch (of course keep GDPR rules in mind …).	After demo X, we will create a way for participants to stay in touch with us and each other and ask participants to evaluate our method(s). *You can be more specific and mention methods/tools you are going to test and evaluate. Feedback from participants can of course be taken into account in the evaluation of the demo organisation process afterwards.*
	How to **facilitate feedback** (in large groups)		During demo event X we will use method Y to facilitate feedback from the group. *Reflect on the effectiveness of the methods used afterwards and make conclusion for future events.*

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VIRTUAL DEMOS	How to **prepare a virtual demonstration?**	**Get well prepared, even more than with a "regular" demo** • Prepare a good program. • Try out the tools before the demo. • Prepare other speakers' intervention with them (timing, interaction etc.). **Prepare attractive material** • Use testimonies: to be prepared, with key and clear messages, open minded speakers. • Provide high quality videos (already existing or built specifically for the demo). • Use visuals: pictures, colours, photos … **Do not neglect promotion and invitation** • Diversify channels: Facebook, WhatsApp, website, mailing to participants of previous demos/workshops. • Split the event in different days if too many people register.	
	How to **create interaction** in a virtual demo?	• Show a short video at the beginning to get people acquainted with the presenter and the demo topic. • Use polls (Mentimeter) or post its (many online tools available, see virtual demos guidelines). • Provide space for discussion: open Q&A, chat … **Moderate the discussion** • Make some rules to get started about how to behave in online meeting (e.g. mute your mic). • Stress the importance of respecting the timing, even more than during a regular demo. • Moderator and facilitator should be 2 different persons. Do not forget to do an evaluation, the result of which can be shared afterwards.	

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	How to deal with **technical problems?**	**Anticipate the technical problems, even if you cannot foresee everything** • Get a first try before in different electronic devices (computer, tablet and mobile) to make sure it works well with all of them. • Provide a leaflet to use the tool chosen and send it to the participants a few days in advance. • Provide a WhatsApp group or any support in parallel to the demo to help people having difficulty to connect. • Share the different links you are consulting during the demo in the chat to enable people to watch them on their own if sharing of screen is not performant. • Stay calm, some problems are very easy to solve. **Ensure personal data protection** • Request approval when enlisting to the webinar. • Provide a list of participants to promote network contacts.	
	Which kind of guideline can we use to **improve interaction** during webinar/virtual demo?	**EXAMPLES OF PROGRAMMES** **Video oriented programme** • Introduction by the moderator. • 7 videos with time for questions and interactions among the participants after each videos. • Extra time for questions at the end. **Moderator, a demo farmer and interviewer** • Welcoming • Showing a video • Interview with the farmer • Open Q&A • Mentimeter quiz • End of event	

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