



DESIGN GUIDE FOR VIRTUAL AND HYBRID FARM DEMONSTRATIONS



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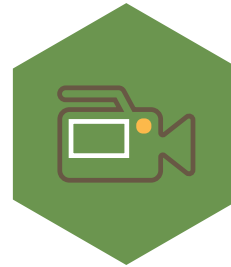
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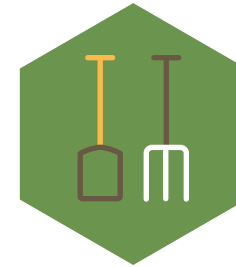
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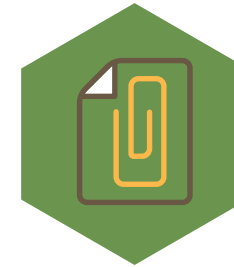
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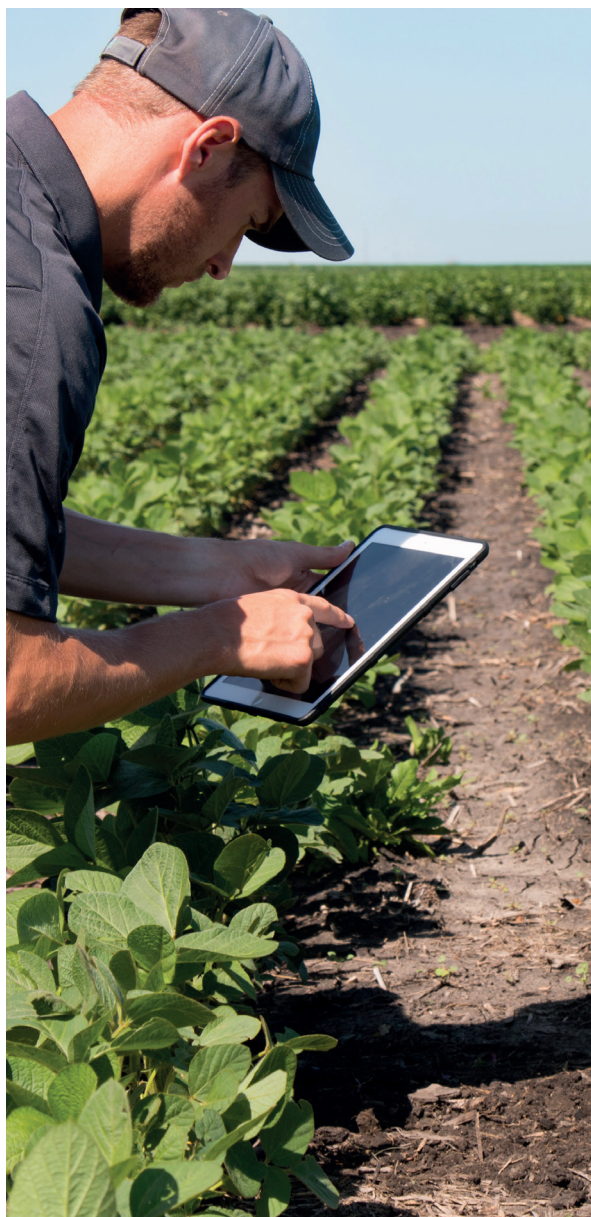


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Introduction

Virtual demonstrations became a necessity during the COVID-19 crisis, since physical meetings were not allowed in many countries. However, the extensive expertise built on the organisation of virtual demonstration during this period has proven the potential of virtual demonstrations as a tool to reach out to and stimulate knowledge exchange between farmers in periods without sanitary restrictions too.

Virtual demonstration events take place online without any physical interaction. But, together with the increasing technical expertise, hybrid forms of demonstration events are emerging. In hybrid demo events, some aspects of the demo event are situated in real life and others are situated online. Table 1 provides definitions of on-farm, virtual and hybrid demo events.

Demo events in general focus on showing and understanding innovation within a working farm context or within a local setting. They are based on knowledge exchange between farmers or between farmer and innovation actors (e.g. advisers, researchers, input providers). In line with the FarmDemo philosophy, we advocate for virtual demo events that stimulate peer-to-peer knowledge exchange between farmers and address farmers' needs. For this reason, virtual demo events should take place during a predefined time and at a predefined (virtual) space and they should focus on peer-to-peer learning and prioritise the participation of farmers.

This design guide offers an overview of the most important elements that should be considered when it comes to preparing, delivering and evaluating virtual demo events. It proposes 6 steps to follow when designing a virtual demo event, starting from a clear objective and ending with an evaluation and follow-up activities. Throughout, this guide offers concrete tips, tricks and inspiration from practice with an overview of possibilities to support the design of your virtual event. More tools, information and inspiration from practice can be found in the FarmDemo Training Kit (trainingkit.farmdemo.eu) and the FarmDemo YouTube Channel (www.youtube.com/c/farmdemo).

Table 1 Definitions of on-farm, virtual and hybrid demo events

Demo setting	Definition
On-farm demo event	Participants and organisers meet face-to-face at a physical location. The demo event takes place on a farm, in a greenhouse, at an experimental station, or the like.
Virtual demo event	The event takes place online, where participants and organisers meet each other virtually on an online platform.
Hybrid demo event	Parts of the event take place online, while others take place face-to-face. Some participants and organisers meet on an online platform, while others (also) meet face-to-face.



1

Specify the Objective

When you start organising a virtual demo event, you have to specify your objectives to be able to make the right decisions for the set-up and content of your demo event. When defining the objectives of a demo event, you should formulate clear answers to the following 3 questions:

1. Why do you want to organise the demo event?

What do you want to achieve? Do you want to inform, train, consult, discuss or collaborate with people? Is virtual demonstration a good setting to reach this goal?

2. Who do you target?

Good insights in your target participant group and its size, help to define how you will set up the virtual demo. You should take into account: language, regional legislation, sector, experience with the topic, computer skills, hard and software capabilities, network bandwidth. In terms of target groups, it is important to keep in mind that virtual (or hybrid) demos are best suited to reach young people, a bigger geographical area (including international) and people very busy or living in remote areas.

“Virtual demo events are best suited to reach young people, a big geographical area and people in remote areas.”

3. What do you want to demonstrate?

Specify the topic and what exactly you want to demonstrate. To describe this in a detailed way, you can perform a task analysis. A task analysis identifies the job tasks that learners should learn or improve and their knowledge and skills that need to be developed or reinforced to perform the tasks in a good way (FAO, 2011).

Once you have answered these questions you can consider what would be the preferred demo setting (On-farm, virtual, hybrid) for your event, given the circumstances (Table 2).



Table 2 Preferred demo setting for given circumstances

ON-FARM DEMO	VIRTUAL DEMO	HYBRID DEMO
<ul style="list-style-type: none"> • Sensory experiences are key for a successful outcome of the demo • The goal is to foster peer-to-peer exchanges and build on group dynamics • To foster networking is one of the main objectives 	<ul style="list-style-type: none"> • The target group is big and diverse • The target group represents a wide geographical area • The target group are young farmers • Foreign speakers will be invited (speaking other languages) • Reduction of travel and location costs • In case of sanitary restrictions 	<ul style="list-style-type: none"> • Similar as for virtual • In case an on-farm demo is not possible and you want to increase interaction compared to virtual demos and allow participants to have a hint of sensory experience

Table 3 How to customise your virtual demo to meet the objectives¹

Objective	Role of the participant in the outcomes	N° of Participants	Good practices for interaction during the demo
Inform or train a broad range of participants on a policy, decision, issue, innovative farming practice, product, tool or service	Communication and decision making is primarily one way from the demo organiser to the participants	5 - 100s	<ul style="list-style-type: none"> share documents, presentations or (real-time) videos on the topic use the chat function and polls to engage participants and ask questions (for their understanding) make a video (take into account the bandwidth of the participants) or documents that participants can turn to afterwards
Consult selected participants about a modification, resolution, issue, policy, innovative farming practice, product, tool, or service	The demo organiser asks the opinion of participants and afterwards decides if and how he/she will use it to take final decisions	5 – 100s	<ul style="list-style-type: none"> use the chat and polling to obtain participant input use a virtual whiteboard to capture key points (similar to flip charts) make live notes, so people see their feedback being captured
Discuss options for resolution, (research) development, research implementation, policy implementation with a selected group of participants and use it to modify approaches	The demo organiser uses the input from participants to make decisions	5 - 25	<ul style="list-style-type: none"> participants introduce themselves use webcams or pictures of the participants during introduction make live notes to which more people can add collaborate on a shared, real-time document use polling at decision points to move the discussion
Collaborate with selected participants with a high degree of knowledge exchange to solve problems, to make resolutions, create knowledge, develop guidelines, documents or good practices together	All participants equally contribute (have the same power) to the discussion and create output together	5 - 12	<ul style="list-style-type: none"> participants introduce themselves use webcams or pictures of the participants during introduction use video calling for engagement and to see body language collaborate on a shared, real-time document use “chat” to get the discussion started and then focus on the points that come up multiple times make sure everybody has the opportunity to contribute to the discussion make live notes where on or more people can contribute to participants share videos (take into account the participants’ bandwidth) and pictures on how they perform a specific practice

¹ Mainly based on: <https://coast.noaa.gov/data/digitalcoast/pdf/facilitating-virtual-meetings.pdf>



TESTIMONIAL INSTAGRAM TAKEOVER

John Moriarty
Ireland

John Moriarty is an Irish NEFERTITI hub coach working at Teagasc who organised an Instagram takeover event for young people.

"We wanted to reach young people, since the event was focused on dairy farms that were abandoned and how we could involve young people in the dairy sector. (...) We were told to try TikTok, but we didn't have a following there. The Teagasc Instagram account had around 8000 followers when we were organising the event, with lots of young people following the page."

The event was promoted on social media through all channels of Teagasc (Facebook, Twitter, Instagram) and other organisations using flyers made by the PR team.

"Around 6 am the farmer posted the first post and throughout the day they posted pictures and videos of what they were doing. Some farmers had prepared posts in advance, but 75% of the posts were made on the day."

Initially, the plan was to open a Q&A box and ask people to send in their questions for the farmers. But one farmer got so many questions that they did a live feed to answer all the questions.

"The number of views on that feed is still growing today. Since everything is saved in Instagram's highlights, people can watch it back at any time."

Farmers used their own mobile phones during the Instagram takeovers. One farmer needed some help from John and his colleagues to make an Instagram account and get used to its features, but he had no further issues during the event.

"It was a low budget event; we were lucky with a PR team who could help us. The farmers were very willing and passionate to participate. We gave them a 100 euro voucher that can be spend at almost all shops in Ireland to acknowledge the time that they put in."

TOP TIPS FROM JOHN

Know your audience to select the right platform and account for takeover.

Set up a **WhatsApp group** for the demo organisation team to practice making videos and photos and to provide some feedback prior to the event.

Make sure to make a **set of rules** for anyone taking over an official social media account.

Select a farmer who is **enthusiastic, committed and comfortable** using social media.



2

Technical Set Up

KNOW YOUR LIMITATIONS

There are multiple options for setting up a virtual demo event, and it is important to first consider the limitations regarding the target group, technology and organisational aspects.

Virtual settings come with new challenges and limitations compared to on-farm demonstration events. These limitations mainly have to do with 1) technical issues, and 2) facilitating interaction and exchange. Table 4 summarises limitations of virtual demo settings and practical tips on how to overcome them.

“It is very important to thoroughly test and rehearse a virtual demo event beforehand.”



Checklist to explore the limitations of your event

Target group

- ✓ Number of participants (e.g., small or big groups)
- ✓ Type of participants (e.g. young, remote, ...)
- ✓ Comfort with the delivery channels and platform
- ✓ Their available time
- ✓ Their computer skills

Technology

- ✓ Hard and software capabilities
- ✓ Network bandwidth
- ✓ Licences for platforms and tools

Organisation

- ✓ Available budget
- ✓ Available time

Table 4 Practical tips to overcome limitations of virtual demos

TYPE OF LIMITATION OF VIRTUAL DEMOS	PRACTICAL TIPS
<p>Technical bottlenecks</p> <p>Mainly due to weak internet connections or bandwidths, decreasing options for use of video or tools for interaction.</p>	<ul style="list-style-type: none"> • Test and rehearse the complete demo event beforehand, using different devices and browsers • Check the capacity of the platform and the need to purchase licenses • Keep in mind bandwidth and adjust file sizes where necessary (also of videos) • Set up a technical team to assist before and during the demo event • If you are indoors, connect your computer to the internet via an ethernet cable
<p>Interaction and exchange bottlenecks</p> <p>Mainly due to lack of informal interaction, the fact that only one person can talk at a time, hesitance of people to talk in virtual settings.</p>	<ul style="list-style-type: none"> • Start the demo with an ice-breaker exercise • Encourage peer exchange via the chat function • Use break-out groups for exchange in smaller groups • Divide roles among organisers and include a monitor for managing the chat and a facilitator to facilitate discussion and a smooth exchange.

CHOOSE A PLATFORM

The type of building blocks you would like to use in your demo event, will define which hosting platform you will need. Or the other way around, your platform is decisive for the elements you can include in your demo event. For example, not all platforms will be as functional for the organisation of a farminar. Each platform has specific potential and limitations. Frequently used platforms are: Microsoft Teams, Zoom, Gotomeeting, Jitsi meeting, Cisco WebEx. In a lot of cases your organisation will already use or pay for specific platforms, so ask your colleagues about it. When choosing a platform, also keep your audience in mind. For example, if your demo is specifically targeted at young people, a platform such as Instagram or TikTok may be a good option to use. If you are not experienced yet, we recommend using the platform you are already familiar with (e.g., because you use it in your own organisation).

Here are links to reviews on webinar platform software: http://en.wikipedia.org/wiki/Comparison_of_web_conferencing_software or www.growthmarketingpro.com/best-webinar-software



TESTIMONIAL FACEBOOK LIVE EVENT

Alizée Chouteau
France

Alizée Chouteau is a French NEFERTITI hub coach working at the French Livestock Institute who organised a live Facebook event in 2021. The event seemed a good option to reach people who are poorly available during the day and cannot go physically to an event.

"In the different networks that I follow on social media, a recurrent question was emerging, regarding the content of the adult training course (BPREA in French), which aims to become a breeder after reconversion. That is why we chose this topic for our live event."

They choose Facebook to host their demo event, because it is easily accessible and free of charge. But they experienced some bugs. One speaker struggled to get connected and for another event, they had to cancel the event because the Facebook live event platform collapsed during the event. This was stressful and disappointing for both the organisers and participants.

"Facebook has a very easy access, neither registration nor code or password is needed, and on the top of all it is really easy to follow. (...) I spent the first half hour to reach the third speaker who should have joined the event but had trouble to connect, without success."

Promotion was done through social media. Alizée posted the information on the website page of "Devenir éleveur", which promotes the job of farmer, but she also posted it

on farmers' groups that were interested in the topic of the event. About 15 participants connected to the event. Two teachers (instead of the three expected) explained the objectives and contents of an adult training course on reconversion. Alizée was moderating the chat.

"The live Facebook platform offers the possibility of spotlighting what is displayed on the screen (speakers, chat, videos, etc.), which was very convenient. Questions were asked in the chat. I had some back up questions prepared in advance, in case the audience would not be very active, but I did not need to use them."

TOP TIPS FROM ALIZÉE

Test the platform before the event, and again the very same day of the event.

Promote the event well beforehand in groups that deal with your demo topic and target audience. With the multiplication of webinars and online events, you must be proactive to bring people to your event.





TESTIMONIAL VIRTUAL DEMO EVENT FOR ADVISORS

Marie Wesselink
Netherlands

Marie Wesselink is a researcher on soil and farming systems at Wageningen University and Research and a NEFERTITI hub coach in the Netherlands. She organised a virtual demo about fertilisation plans on at the request of an external advisory organisation.

"I was the specialist explaining how to make a fertilisation plan and I shared results from research. What does a fertilisation plan look like in different regions? How can we reduce nitrogen emissions through fertilisation plans? There was a very clear question, this made it easy for us to tell a to-the-point story."

The advisory organisation facilitated the demo via Microsoft Teams, during which 15 advisors participated. The virtual demo was originally planned for one hour and a half, but the demo lasted longerr because of the enthusiasm of the participants.

"We planned the virtual demo for an hour and a half originally. We started with an introduction where everyone introduced themselves using a picture from their phone's photo gallery. This lightened the mood and was a good way for people to get to know each other. Then I presented some research results for 20 minutes. We intentionally kept the presentation short because we expected there to be a lot of questions. After the presentation there was an open discussion, first with me as the presenter and later on people discussed among themselves. (...)

Even when the organisers had to leave for the next meeting, the participants stayed in the MS Teams meeting to discuss further. During the presentation, participants used the chat to discuss and share experiences. We had some discussion about this before-hand: won't the chat be distracting? But in the end these discussions were very valuable, so I am glad we did not disable the chat."

TOP TIPS FROM MARIE

Separate roles over different people, e.g., divide the roles of facilitator, presenter and moderator among three different people.

Run commercials during large virtual demo events to increase the **budget**. Companies can buy a time slot within the programme to run pre-recorded commercials.





3 Content Development

Different types of demo events exist, and they often define the degree of interaction possible.

For example:

- a webinar allows for online presentations with the possibility for participants to interact,
- a webcast live-streams a physical event without the possibility for participant interaction,
- a farminar involves a live demonstration in the field with the possibility for virtual participants to interact.



LENGTH OF THE EVENT





When developing an agenda it is important to consider the length of your event. An event can last from 30 minutes to several hours. Take into account that it is harder to stay focussed for a long time during an online demo event compared to an on-farm demo. So limit the time of your event or make sure that you provide sufficient interaction and breaks between different agenda items. A good target for a virtual event is a duration of 60-90 minutes². Often, multiple shorter demo events will work better than one long event³. For hybrid demo events, you can think about the option to combine online presentations or demonstrations with offline exercises in brainstorm groups or individually.

“It is harder to stay focussed for a long time during an online demo event compared to an on-farm demo.”

² https://www.unicef.org/knowledge-exchange/files/Webinar_production.pdf
³ <https://coast.noaa.gov/data/digitalcoast/pdf/facilitating-virtual-meetings.pdf>

SCRIPT FOR VIRTUAL AND HYBRID DEMO EVENTS

Scripts for a virtual or hybrid demo event should contain the following components:

-  **Welcome and introduction**
-  **Testimony or demonstration**
-  **Facilitated discussion**
-  **Wrap-up and follow-up**

For each of these 4 components, multiple options are possible. We call these different options the potential building blocks of a demo event. A detailed description of the most used building blocks in virtual demo set-ups can be found in the **Annex** at the end of this booklet.

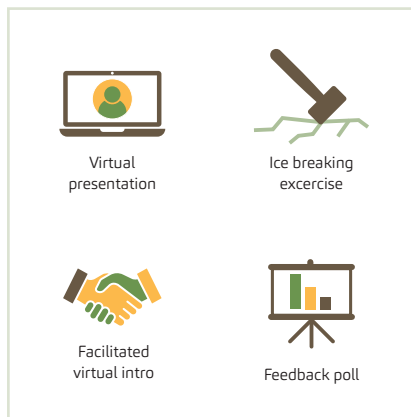
“The agenda of a virtual demo event should include a welcome/introduction, a testimony/demonstration, a facilitated discussion, a wrap-up and follow up.”



Welcome and introduction

In virtual demo settings, properly introducing and welcoming participants may be even more important compared to on-farm demos since informal exchanges are very limited. Introducing participants to each other therefore requires more guided facilitation in a virtual setting. One way to do so is to include an icebreaker exercise that works well in a virtual setting. Ways to introduce participants to each other and the topic are to use polling tools like Mentimeter, Kahoot or Slido to probe for opinions or suggestions at the start of your virtual demo event. You can also ask participants to introduce themselves using a picture, or an object. More inspiration for icebreakers for virtual events can be found here: www.sessionlab.com/blog/online-energizers/#warm-up-online-energizers

Building blocks to use for a welcome and introduction are (more detailed info in the [Annex](#)):

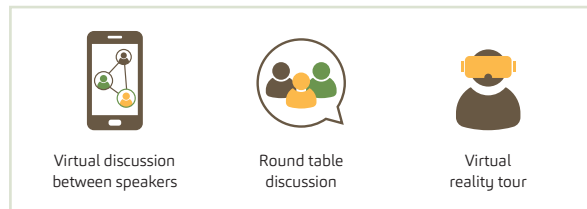
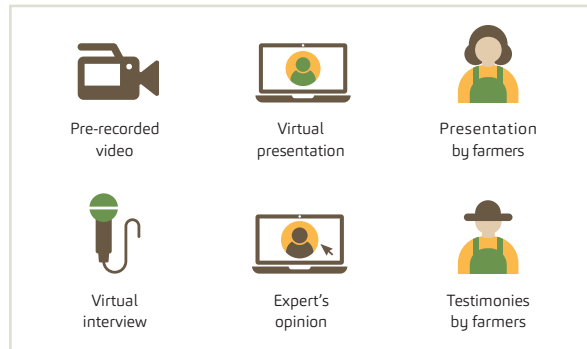




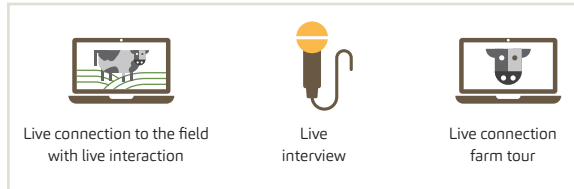
Testimony/demonstration with visuals

The central part of any demo event is some kind of visual with a testimony or a demonstration of a practice, method or technique. This can be a video (an old or new one), pictures, a testimony of a farmer, a ppt-presentation with research results, live streaming, simulations, virtual reality, etc. One advantage of a virtual setting is that you can prepare some parts of the demo beforehand, for example, by pre-recording videos, interviews or presentations. For this reason, this might require more time and preparation in virtual setting compared to on-farm demos. Of course, presentations can also be done in real-time, which is preferred if you want to invite participants to ask questions during a presentation itself.

Building blocks to use for testimonies and demonstrations with visuals (more detailed info in the [Annex](#)):



HYBRID



Testimonies and visual demonstrations lend themselves well to the physical part of hybrid demos. For example, you can have a live connection to a field where a farmer demonstrates a practice or technique or a live connection to a studio where you conduct an interview with an advisor.

The most used formats probably are videos and ppt-presentations:

• Videos

Videos and testimonials might be a better option for virtual demonstrations than ppt-presentations, because it links more to the real practice. Make sure you know how to share your computer audio with the audience if you want to show a video by using shared screens on the platform. You can decide to show old videos that were already made previously on a recent topic if it is difficult or you lack the budget to make a new one. Guidelines on how to make a good video can be found here:

- Recordings of a webinar and guidelines developed by Thomas Alföldi: nefertiti-h2020.eu/webinar
- Guide for farmers to make videos and photos (developed by John Slater on behalf of Dairy New Zealand): www.dairynz.co.nz/media/5791453/dairynz-picture-this-guide.pdf

- Tips for making videos of products: www.youtube.com/watch?v=QfepQljlIRA
- How to make a whiteboard video in one day: www.youtube.com/watch?v=4nE6MciaRjo
- How to convert a ppt-presentation in a video: www.youtube.com/watch?v=D8JV3w4TOVw
- How to make an animated video in ppt: www.youtube.com/watch?v=OU5vyHaCCXg and www.youtube.com/watch?v=X1io7tFR6jl

• Presentations

Online presentations differ from live presentations because the participants get distracted easier and you speak to a camera rather than to a physical audience. Thus, it is important that you have a story that sticks with your participants. In achieving this, there are 3 golden rules to follow⁴:

- Have a plan: a well-thought-out structure that guides you through your story
- Engage until the end: make it existing, reward your audience for their attention by giving them a concrete insight, look for wow-factors, after each step summarize what you did, ask questions regularly.
- Keep it as short as possible: focus on the essentials and refer to additional information or divide your presentation in shorter pieces that are alternated with interactive moments.

⁴ <https://thefloorisyours.be/en/presenting-online/online-presentations-follow-their-own-set-of-rules/>



Facilitated discussion

A facilitated discussion is needed to increase the potential for peer to peer exchanges amongst participants and between the participants and the demonstrators, and to reflect with the participants on what they have observed during the demonstration or testimony. This highly facilitates the participants' learning on what they have just witnessed.

The number of participants will have an impact on the possibilities for interaction. For bigger participant groups often only the chat function is made available. For smaller groups, spoken interaction can be facilitated more easily. Bigger groups can be broken up into break-out groups, which is possible in most commonly used platforms like Zoom and Teams.

Some demo organisers have good experiences with using pre-event surveys or asking participants to submit questions prior to the event. In this way, demo organisers can better prepare a demo event and connect the discussion to the interests and questions of participants.

“A facilitated discussion is needed to increase the potential for peer-to-peer exchanges and learning amongst participants.”

Ways to stimulate interaction during your virtual demo event

- Prepare and ask **questions to all participants** during and after your presentation.
- Include a **Q&A section** (ask the facilitator to help in guiding the Q&A session).
- Use the **live chat** function of the virtual platform (ask the facilitator to track the questions and comments in the chat while you are demonstrating).
- Test your audience with a **quick quiz** on what you demonstrated.
- If you do a series of virtual events: **challenge the participants to take action** based on what you demonstrated (e.g. prepare a video, send a picture) as input for discussion during the next event or to select who did the best job, was most innovative, ...

Numerous additional **online tools** can be used to stimulate interaction. In this case you should prepare and test them in advance in multiple browsers and provide the link to your participants so they can engage with the tool. Here are some examples listed:


- **Polls and surveys**
Polls are a good way to quickly collect participants' opinions and share them with the group or as a starting point for a larger discussion. Some platforms

have such a function included, in which you can ask questions, request participants to vote, and display the results immediately in real-time (E.g., Zoom). If this feature is not included you could think about using tools like Mentimeter (www.mentimeter.com), Slido (www.sli.do) or Kahoot (kahoot.com/business/presentations) in addition to the virtual platform.


- **Brainstorming and pin boards**
You can use tools in which the participants can give opinions or inputs on specific questions themselves (for example, as you would do with sticky notes in a focus group meeting). Such tools can be arranged beforehand, for example, by adding questions or creating a matrix to be filled in during the discussion. Available tools are: Pin Up (pinup.com; easy to use and free); Jamboard (jamboard.google.com; easy to use and free); Klaxoon (klaxoon.com/our-products/klaxoon/brainstorm; extensive functionalities, free online training); Mural (mural.co; extensive functionalities, free online training); Miro (miro.com; similar to Mural, but you have to pay for non-members to participate in a session).
- **Make content together**
You can also create content and stories together with your participants online: for example, guidelines for good practices of a specific innovation. By making such a story together, participants have to share their knowledge and experiences with each other. A tool to use for this can be Boords (boords.com/story-board-creator). Other apps can also be used where participants can collaborate to create content such as presentations, sheets and documents made on Google Drive.

In hybrid settings, panel discussions or a discussion with invited members around previously prepared questions can be organised in a face-to-face setting. Online participants can for example be invited to ask questions using the chat function.

Building blocks to use for a facilitated discussion (more detailed info in the [Annex](#)):




Interaction via chat Virtual Q&A with participants Feedback poll



Facilitated virtual exchange Virtual panel discussion Questions submitted prior to event Pre-event survey

HYBRID



Live interaction in studio Discussion around previously prepared questions




Wrap-up and follow-up

To conclude the virtual demo, you want to schedule a wrap-up and follow-up. During the wrap-up you can summarise key messages, come back to expectations mentioned at the beginning of the event, collect feedback, etc. It is important to be clear about what else participants can expect: (when) will there be a next meeting? Who can participants get in touch with if they still have questions? Where can participants find more information about the demo topic?

To collect feedback on the organisation and content of the demo, you can launch a poll (e.g. using Mentimeter). This is a quick way to collect feedback from participants that you can use to evaluate the demo and improve a next virtual demo event (see step 6).

Potential building blocks to use for a wrap up and follow-up (more detailed info in the [Annex](#)):



Feedback poll Follow-up email Link to recorded virtual demo

TESTIMONIAL WEBINAR IN ZOOM

Dimitar Vanev
Bulgaria

Dimitar Vanev is a Bulgarian NEFERTITI hub coach and works as Director of National Agricultural Advisory Service (NAAS). In 2021, he organised a webinar about hazelnut cultivation with his hub.

"Hazelnut is quite a new cultivation for Bulgarian farmers. Few farmers cultivate it today and most of them have low yields, even after 5 years of production. The production (...) has recently spread all over the country. The farmers are not using adequate technologies to produce it, hence the necessity of organising a demo about it."

Dimitar brainstormed with other hub coaches to choose the topic and they tried to find the best timing:

"The webinar had to take place in the afternoon, as there is daily work until noon. Monday is not the best day, because it is difficult to send a proper reminder. We decided to have the webinar in February, before spring which is an important season for hazelnuts production."

Zoom was chosen as a platform for the webinar, as NAAS has an annual subscription to the platform.

The target audience for the demo were hazelnut producers and advisors of the national service. 70 to 80 people participated in the demo (40 % advisors, 60 % farmers).

"We sent the invitation to our regional offices and asked them to distribute the information to farmers. In the registration process we asked which questions the farmers had, to prepare the lecture before."

Two farmers were invited as speakers: one farmer with 15 years experience in producing hazelnuts and one young farmer with 2 years experience. Dimitar and his team decided to produce a 20 minute video on the experienced farmer's farm about technologies used in hazelnut production. Costs were limited as the young farmer accepted to shoot the video for free.

"The farmer is willing to promote the production and to find new producers, as he wants to support his cooperative. We did the shooting and prepared the video alone which saved lots of money."

The webinar started with the video, followed by a discussion with the experienced farmer. Then the young farmer explained his experience and his difficulties with cultivating hazelnuts. Participants could ask questions in the chat. Dimitar facilitated the exchanges and his colleague was dealing with the technical support (microphones off, connection problems etc.).

"The webinar was scheduled to last about an hour, but the exchanges went on even after the end time. Some farmers asked not to close the platform, to pursue the discussion in small groups. That was a positive sign."

Dimitar is waiting for the answers of the exit poll, which was sent to participants, to improve for future events. He thinks that a quiz or interactive questionnaire could bring a more dynamic environment for future virtual demos.

TOP TIPS FROM DIMITAR

Provide an opportunity to exchange after the meeting (informal, in subgroups), without facilitation.

Do not hesitate to be more creative by including different building blocks (videos, quiz, pictures, etc.) to increase interactivity and create a more dynamic environment.





4

Promote Your Virtual Demo Event

Any demo event should be promoted amongst the target participants. Promotion for the virtual event is similar to that of an on-farm event. You can make use of mailing lists, website(s), social media, radio, cross posting via collaborators or partners in your network.

When you invite participants for a virtual demo event, your invitation should include:

- The event name
- The objective of the event
- The time
- If relevant, the agenda with keynote speakers
- A link to register for the event



Once participants have registered, provide them with:

- A link to the platform
- A manual with easy guidelines on how to log in to the platform (if the participants are not yet experienced with the platform).
- Notify if the demo event will be recorded (to comply with the GDPR regulations)
- Any other relevant information, e.g. presentations, videos, agenda, that could be accessed in case of technical problems during the demo event.
- If relevant, a survey to ask their expectations, opinions, questions regarding the topic of your demo.

If necessary, provide assistance to your participants who are not yet familiar with the software before the event takes place.



5

Deliver a Virtual Demo Event

During the actual demo event, it is important to clearly divide roles amongst organisers to ensure the demo runs smoothly. We distinguish three roles: facilitator, demonstrator and technical expert.





FACILITATOR

Having a facilitator is important to safeguard a smooth process and knowledge exchange. The role of the facilitator is to⁵:

- Promote the event.
- Set-up the online platform.
- Open the virtual demo event. This includes greeting the participants, introducing the demonstrator(s), organizing the introduction of participants, explaining the features of the platform, explaining the agenda, making sure there is time for interaction, setting some rules at the start of the event (e.g. stay on mute when not talking, use the chat to ask questions).
- Record the event if appropriate (take into consideration the GDPR rules and make sure your participants agree).
- Arrange or provide technical support to the participants (if necessary).
- Assist the demonstrator to facilitate interaction. For example, the facilitator can keep track of comments being made in the chat section, and makes sure that questions are addressed.
- Ensure follow-up (see step 6).

⁵ https://www.unicef.org/knowledge-exchange/files/Webinar_production.pdf



DEMONSTRATOR

The demonstrator is usually the person who gives a presentation, testimony or explanation to the participants on the event topic. The demonstrator and facilitator are different persons. If there is no other option, for smaller meetings with a limited number of participants, the demonstrator could also take the role of facilitator. But you will experience that it is difficult to meanwhile focus on the content of the demonstration, the participants' feedback in the chat, and maybe taking notes on what has been said.

The demonstrator makes sure he/she⁶:

- Prepares content (video, presentation, pictures, testimony, live streaming ...) on the event topic to share with the participants.
- Gets to know the platform features. Make sure to know how to share screens. Explore features to stimulate interaction with your participants. If they want to show a video on a virtual platform, they should check the tutorials of the platform on how to get the audio settings right so all participants can hear the recordings.
- Engages the participants through interaction during the demonstration. Here you can find 5 ways to make your virtual demo more interactive: <https://medium.com/@speakerhubHQ/5-ways-to-make-your-webinar-interactive-183254434117>
- Stays present during the whole event for Q&A.

⁶ https://www.unicef.org/knowledge-exchange/files/Webinar_production.pdf



TECHNICAL EXPERT(S)

Because of the technical specificity of virtual demo events, it is important to have a dedicated person or team taking care of any technical issues. As described in step 2, virtual demo events come with technical bottlenecks. These bottlenecks can be anticipated upon by the technical expert(s) and be dealt with in preparation and during a virtual demo event. Technical experts can provide support to both demo organisers as well as participants. Ways technical experts can offer support are:

“Have a dedicated person or team taking care of any technical issues.”

- Pre-testing the entire programme on the chosen digital platform and fixing any problems that may occur;
- Supporting external demonstrators (e.g. farmers, advisors, researchers) with pre-recording presentations or videos where relevant;
- Helping participants to connect, mute/unmute themselves, enable the chat, etc.;
- Creating a WhatsApp group with the entire organising team to stay in touch and solve technical issues during the event.

TESTIMONIAL HYBRID WEBINAR FOR STUDENTS

Andras Ver
Hungary

Andras Ver is a Hungarian NEFERTITI hub coach working as a senior research fellow at the Faculty of Agricultural and Food Sciences, Széchenyi István University. In 2021, he organised a webinar on “being an agricultural advisor”.

“We had in mind to do an event about advisory services. We brainstormed with the colleagues, we looked at what other countries had organised and then came up with the idea of organising a mixed demo, with part of the demo live on the field with the farmer, but with a virtual audience.”

The target audience were mainly students from his own university. Andras checked the timeline with the students and the teachers to make sure that the time of the event suited their agenda. The event was promoted through the University website and social media.

“The most successful channel was the Department Facebook page from my institute. We used the Google meet platform, which was easy for the students to attend: all they need is a Gmail address, but everyone has one.”

About 25 students and other colleagues from the NEFERTITI network participated in the webinar, and participated actively through the chat or by asking the word. One

colleague was managing the chat, whereas Andras was facilitating the global webinar and another one (Victoria) was on the field with a farmer. Connection and video recording was made through Victoria’s cell phone.

“To address the qualification of the advisors, what tasks they do, the typical characteristics of an effective advisor, one of our colleagues was on the field with a farmer. She gave a short testimonial about the advisory work in real life. Then she interviewed the farmer to explain why advisory services are important for a farmer.”

Some of the participants contacted Andras before and after the meeting to know more about the topic. Success was not only due to a very good storyboard on which they had brainstormed carefully, but also on the fact that they tested everything before the demo event.

“The demo was flexible and successful and enabled movements. It could have been nice to use some items to chase the wind to improve the sound. Besides, as we only used a cell phone, this demo only costed the price of Victoria’s travel to the farm. (...) Victoria went to the farm 2 hours before the demo event to check if internet access was ok, if we could hear her, etc.”

TOP TIPS FROM ANDRAS

Test before the meeting, the same day: check internet access, the weather if the demo is supposed to happen outside. This will save you lots of stress and time!

A good storyboard with a strict time-line is key to keep the attention of your audience.





6

Evaluate and Follow Up Virtual Demo Events

EVALUATE TO LEARN

Evaluation is an important, but often forgotten aspect in the whole organisation process of demo events. As it is the only way you can learn and improve your future demo events, demo organisers should take time for this after the event. To obtain lessons learned about your past experiences, it is very valuable to discuss all feedback and own reflections within the organisation team. A process outline on how this could be performed is provided on <https://trainingkit.farmdemo.eu/tools-for-evaluation-and-follow-up/>.

“Take time for the evaluation of your virtual event, because it is the only way you can learn on how to improve future demo events.”

PARTICIPANT FEEDBACK

Valuable input to take into consideration during the evaluation of a demo event is the participant feedback. Feedback can be retrieved by using an online questionnaire which is sent to the participants (e.g., in Google Forms, Lime Survey or Survey Monkey). Questions you could ask are:

- Did the virtual demo meet your expectations? Why/ why not?
- How did you appreciate the various sections (e.g. demonstrations of the X, discussion, testimony of Y) of the virtual demo? (Use tick boxes)
- What was the most interesting to you during the virtual demo?
- What did you miss during the virtual demo?
- Which aspect from the virtual demo will you apply yourself on your farm?
- What are barriers to apply what you learned during the virtual demo?
- How did you like the platform and tools used during the virtual demo?
- Do you have any suggestions for topics and/or formats of future virtual demo?

You could also add (a) question(s) to probe for specific feedback on: the level of interaction, facilitation and support, technology used, etc. to increase your learning on these aspects of virtual demo events.

Another way to obtain feedback is to include a poll during the wrap up of your event. This guarantees the highest response degree, because participants are activated during the demo event to provide feedback and do not need to take time afterwards to complete a survey.

FOLLOW UP

In addition to sending a feedback survey to the participants, also other (links to) additional information (e.g. who to contact for further information), the recordings of the event and the demonstration material used during the event can be shared. This information can also be made available on websites and through social media to increase the impact of your demo.



TESTIMONIAL
VIRTUAL DEMO EVENT WITH
PRE-RECORDED VIDEOS

Luis Orcaray
Spain

Luis Orcaray is a Spanish hub coach in NEFERTITI and works on conservation agriculture. Within his organisation, INTIA, Luis and his colleagues organised a **three-day virtual demo event** about winter cereals in 2020.

"In the spring, we always organise this demo where we connect farmers to each other. But this year we had to switch to a virtual demo. We split the event in three days, inviting people from the same region on the same day. When we organise a demo on the field, we also have these different groups so we decided to stick with it."

The demo was organised via ZOOM and consisted of short presentations, alternated with pre-recorded videos, followed by a Q&A and general discussions using Mentimeter, chat, and the 'raise hand' function led by a moderator. There was also a closing roundtable discussion with invited farmers, technicians and cooperative directors.

"A lot more people attended the demo than we are used to. More people from remote areas attended the demo, because they didn't have to travel."

The pre-recorded videos were shot using mobile phones and a hands-free microphone. Luis and his team discovered that the videos played better if the video quality was decreased a little. This also decreases file size and required bandwidth which prevented the video to lag on certain devices and/or with unstable internet connections.

"We thought about using professional cameras for the videos, but it was very expensive. Preparing the videos

actually took up most of our time. One of our colleagues knew how to edit videos, that was very helpful. But even short videos take a long time to shoot and edit."

After the event, the organising team answered questions from the chat that were not answered during the demo yet via email and send a feedback poll to all participants. Luis considers the demo a great success, since the demo ran smoothly and participants provided positive feedback via the poll.

"Preparation is really important when organising a virtual demo. We tested everything, even if the pre-recorded videos worked on different types of devices. We noticed that it didn't work very well on mobile phones so we advised people to use a tablet, laptop or computer during the demo and to make sure they had access to a stable internet connection."



TOP TIPS
FROM LUIS

Preparation is everything! Prior to a virtual demo, check if everything works on different kinds of devices: the hosting platforms, videos, etc.

For **optimal interaction, small groups** work a lot better, as well as **alternating different building blocks** in the demo (e.g., presentations, short videos, moderated discussions, etc.).

Limit the length of your demo event to less than 2 hours to keep attention.












7




Annex: Building blocks for virtual demo events

When designing a demo, you can use different building blocks to build up a programme. In the table below, we summarise building blocks for the four different components of a virtual demo event (welcome and introduction, testimony/demonstration, facilitated discussion, wrap-up, and follow-up). For each building block, we provide a brief description defining the building block, explain when it is favourable to use it, and where relevant provide drawbacks and good practice examples.




By no means is this overview meant to be exhaustive but as inspiration for anyone wanting to organise virtual or hybrid demonstration events.







Building block	Description	Interesting to use for/ in case of	Points to consider/ drawbacks	Good practice example (weblinks)
WELCOME AND INTRODUCTION				
 <p>Ice breaking exercise</p>	Fun, small exercises to 'break the ice'. The goal is to get to know each other and break formality.	Especially important to use when participants do not know each other. It helps people to open up and invites participants to share their thoughts.	It is important to select an icebreaker that fits the type of participants, group size and time available. Icebreakers can take up quite some time and should therefore get a dedicated timeslot in the programme.	Icebreakers for virtual meetings: www.sessionlab.com/blog/online-energizers/#warm-up-online-energizers
 <p>Facilitated virtual intro</p>	Ask participants to introduce themselves, for example, by using virtual whiteboards.	Interesting to use when participants do not know each other.	Introductions can take up a lot of time, especially when the group is large. You can write on a slide some very precise questions participants have to answer (name, localisation, type of farm etc.) in order to avoid too long presentations.	www.mural.co/blog/online-warm-ups-energizers
 <p>Feedback poll</p>	Poll to collect opinions, expectations, etc. at the beginning of an event.	The results of the poll can be used for the discussion later in the programme or to reflect on the meeting during wrap-up.	Be aware that some participants may not be familiar with the use of polls: take the time to explain how it works before starting.	www.mentimeter.com www.sli.do kahoot.com/business/presentations
 <p>Virtual presentation</p>	(PowerPoint) presentation to introduce the demo topic, 'house rules', outline of the programme, etc.	An introductory presentation can take many forms but should always be included to properly introduce the demo event.	Don't make the introduction too long, without interaction. This will drain the energy in the meeting from the start.	thefloorisyours.be/en/presenting-online/online-presentations-follow-their-own-set-of-rules thefloorisyours.be/en/presenting-online/more-warmth-in-your-online-presentations


Building block	Description	Interesting to use for/ in case of	Points to consider/ drawbacks	Good practice example (weblinks)
TESTIMONY/DEMONSTRATION WITH VISUALS				
 Pre-recorded video	Videos of techniques, practices or methods can be pre-recorded and played during a virtual demo event.	<p>Pre-recorded videos are a good way to bring the farm into your virtual event, without having a more complicated technological set up for hybrid events, with a livestream from the farm.</p> <p>It also allows you to show multiple different practices during your online event.</p> <p>If funds are low, mobile phones can be used to record the videos.</p> <p>You can also reuse a video that suits the topic of your demo.</p>	When recording videos, pay attention to both the visuals and the sound. Make sure you capture sound correctly. Be aware that editing a video, takes considerable time.	nefertiti-h2020.eu/webinar www.dairynz.co.nz/media/5791453/dairynz-picture-this-guide.pdf www.youtube.com/watch?v=QfepQJlIRA www.youtube.com/watch?v=4nE6MciaRjo www.youtube.com/watch?v=D8JV3w4TOVw
 Virtual presentation	(PowerPoint) presentation to present results, tools, methods, etc.	Interesting if you want to share data, analysed results or process that is hard to show on video. Or if you want to support a testimony with pictures.	Make it short if you want your audience to stay focused. Try to include interaction with your audience, to make sure whether they understand what you are presenting.	thefloorisyours.be/en/presenting-online/online-presentations-follow-their-own-set-of-rules/ thefloorisyours.be/en/presenting-online/more-warmth-in-your-online-presentations/
 Testimonies by farmers	Farmers tell a narrative about their experience with a practice, technique, or method. How did they implement an innovation and what are their thoughts?	Farmers like to hear stories from their peers. Adding a testimony of farmers will help participants to better understand what a topic entails in practice.	Choose a farmer who is a fluent talker and is eager to bring across his/her message. Prepare the presentation with the farmer before the demo.	vod.video.cornell.edu/media/Farmer+Presentations+from+%E2%80%9CBeyond+Direct+MarketingA+Exploring+New+Ways+to+Sell%E2%80%9C/1_gbkdx6te
 Virtual interview	Interview with farmers, researchers, advisors, policy makers etc. during the virtual demo event.	Bringing in multiple perspectives in your demo event can enrich the discussion and understanding of a topic by participants.	In many online platforms, it is possible to pin or highlight speakers. By doing so, you focus the attention of participants more on the interviewee.	www.youtube.com/watch?v=m1FRCr1-9CU&list=PLOYrtklDKcdQ54a61JmJ44g8g8zr4LHPA&index=7
 Experts' opinion	Experts on the topic of the demo can be invited to share their opinions and expertise about the topic.	Bringing in an expert who can provide additional information and go deeper on lessons learned after a farmer's testimonial, can make it easier for the participants to capture the take home messages and make the link to their own farm.	Same as for farmers, the facilitator has to make sure the expert stays focussed on the demo topic.	

Building block	Description	Interesting to use for/ in case of	Points to consider/ drawbacks	Good practice example (weblinks)
 <p>Round table discussion</p>	Selected experts and practitioners can be invited to discuss a certain topic or questions in a virtual roundtable setting, that is moderated by a facilitator. The participants of the demo event can just observe or ask questions.	Bringing in multiple perspectives in your demo event can enrich the discussion and understanding of a topic by participants.	In many online platforms, it is possible to pin or highlight speakers. By doing so, you focus the attention of participants more on the roundtable speakers. Make sure every speaker gets a chance to speak. This kind of discussion has to be well prepared in advance. Carefully select participants of the roundtable.	
 <p>Virtual reality tour</p>	Creating a simulated experience, for example of a real-life farm or of a potential future farm.	Especially useful if you want to give participants the experience of a farm tour, introduce high-tech innovations or a farm simulation game.	Requires extensive technical knowledge and skills. It is expensive.	plaid-h2020.hutton.ac.uk/farm-app-trainingkit.farmdemo.eu/wpcontent/uploads/2020/07/Guidelines-for-using-the-virtual-farm-in-Android.pdf youtu.be/kjje4_UE9zY?t=3452
 <p>Social-media takeover</p>	Farmers, advisors, researchers, etc. can take over an existing social media account to show their practices.	This works especially well if an account with a large following of the target audience can be used for the takeover.	When choosing a social media network, consider: <ul style="list-style-type: none"> • Target audience and their social media usage • Existing social media presence/following • Set of rules for using the account 	www.instagram.com/tv/CA_FoOchH2eh www.instagram.com/tv/CA-q-gdn0Se www.instagram.com/tv/CA-JK1anb3x www.youtube.com/watch?v=CBkRe31VWwk www.youtube.com/watch?v=6RoDkvcWY5g

HYBRID DEMO OPTION FOR TESTIMONIES AND DEMONSTRATIONS

 <p>Live connection to the field with live interaction</p>	Participants connect to online platform where they are connected to a live stream on a field with live interaction.	Very interesting and useful if the seasonality of what you want to demonstrate is coherent with the date of the demo.	Requires more advanced technical skills to ensure stable connection, sufficient quality of live stream, possibility of interaction with participants, as well as a well-prepared farmer and the facilitator on the field. Timing has to be prepared well and the whole demo should be rehearsed beforehand.	www.youtube.com/watch?v=YcHUMk-WhL2Q&list=PLoM2EpmMX11cVgoHOKisY-iV9L5KKqTnlq
 <p>Live connection farm tour</p>	Participants connect to online platform, where they connect to a live stream with a farm tour.	Especially useful if you want to organise a demo about the farm as a whole as opposed to a specific part of the farm.	Requires more advanced technical skills to ensure stable connection, sufficient quality of live stream, possibility of interaction with participants, as well as a confident farmer and the facilitator on the field. Timing has to be prepared well and the whole demo should be rehearsed beforehand.	
 <p>Live interview</p>	Live interview with a farmer, advisor, researcher, etc. in a studio.	Limits potential technical complications compared to a virtual interview. Physical interaction between the interviewer and interviewee are possible.	Requires preparation with the interviewee. Discuss beforehand which questions you will ask and the potential answers of the interviewee.	


Building block	Description	Interesting to use for/ in case of	Points to consider/ drawbacks	Good practice example (weblinks)
FACILITATED DISCUSSION				
 Interaction via chat	Use the chat function of the digital platform for interaction/discussion between participants and to collect questions.	Works well to keep up interaction and engagement with the participants in bigger groups, when spoken interaction would disturb the flow of the demo event.	When working with a large group of participants, you may want to moderate the chat function, so relevant discussions or questions can be brought in into the scheduled discussions.	
 Virtual Q&A with participants	Some virtual platforms have Q&A functions, but Q&A sessions can also be moderated by a moderator, e.g., using the chat or hand-raising function.	Provides opportunity to participants to interact with the demonstrators, to ask additional questions to deepen the information.	A moderator is needed to point who from the audience can ask questions and to keep track of time.	
 Feedback poll	Poll to collect feedback, opinions, questions as a response to the demo.	Easy way to quickly collect and store feedback and questions.	Be aware that some participants may not be familiar with the use of polls: take the time to explain how it works before starting.	www.mentimeter.com www.sli.do kahoot.com/business/presentations
 Facilitated virtual exchange	Use (structured) digital whiteboards for a facilitated discussion around specific topics or questions.	Especially useful for more in-depth discussions and to increase exchange.	Check if you need a license for a bigger group of participants, check settings to make sure participants can easily access and use the tool.	pinup.com klaxoon.com/our-products/klaxoon/brainstorm mural.co miro.com jamboard.google.com coast.noaa.gov/data/digitalcoast/pdf/facilitating-virtual-meetings.pdf www.unicef.org/knowledge-exchange/files/Webinar_production.pdf
 Virtual panel discussion	Invite a group of experts/professionals to further discuss a topic or questions of participants.	Especially useful if the goal of demo is to inform or train.	Interaction with participants is more limited compared to other facilitation methods.	
 Questions submitted prior to event	Send out a survey or email prior to the event asking participants to submit questions and discuss the questions during the demo.	Asking participants to submit questions prior to the event enables you to tailor the event to their needs and prepare answers in advance.	Farmers may not have the time to answer the survey in advance, or may not have ideas for questions yet, so do not rely on having pre-submitted questions and have a back-up plan.	

Building block	Description	Interesting to use for/ in case of	Points to consider/ drawbacks	Good practice example (weblinks)
HYBRID DEMO OPTIONS FOR FACILITATED DISCUSSION				
 Live interaction in studio	Invite a group of experts/professionals to a studio for a live discussion. Participants attend the workshop online.	Interesting to see the non-verbal interaction between the experts, which is not possible in the virtual roundtable discussion.	Interaction with the audience is limited: make sure you have some dedicated time for questions from the other participants.	
 Discussion around previously prepared questions	Invite a group of experts/professionals for a discussion around previously prepared questions. Participants attend the workshop online.	Interesting to see the non-verbal exchange between the experts, which is not possible in the virtual round table discussion.	Interaction with the audience is limited: make sure you have some dedicated time for questions from the other participants.	
WRAP-UP AND FOLLOW-UP				
 Feedback poll	At the end of the demo, use a poll to collect feedback or come back to expectations voiced at the beginning of the event.	Interesting to use if you want to obtain immediate feedback on your demo event. Dedicating time for feedback during your demo event results in a considerably higher response rate, compared to feedback forms send afterwards.	Be aware that some participants may not be familiar with the use of polls: take the time to explain how it works before starting.	
 Follow-up email	Send participants a follow-up email thanking them for their participation, recapping important messages, answering unanswered questions, etc.	Especially important to do when you are looking for commitment from participants or if you want to answer unanswered questions.	Follow-up is easily overlooked. Write a reminder down in your agenda before the demo.	
 Link to recorded virtual demo	Upload a recording of the virtual demo event to an online platform (e.g. YouTube) and provide a link to participants and other interested parties.	Uploading the recording to a public platform allows for wider reach and bigger impact of the virtual demo event.	Keep privacy and informed consent into account, especially when uploading a recording to a public platform. Platforms such as YouTube also allow to upload 'unlisted' videos that can only be watched by anyone with a link.	www.youtube.com/c/farmdemo


OVERVIEW OF COMBINATION OF BUILDING BLOCKS USED IN NEFERTITI

Virtual demo organisers within NEFERTITI have combined the building blocks described in many different ways. We present:


Virtual demonstration events




Pre-recorded video Webinar Interaction via chat




Virtual presentation Testimonies by farmers Virtual Q&A with participants




Pre-recorded video Presentations of results Facilitated virtual exchange Experts' opinion Facilitated virtual exchange




Virtual presentation Feedback on data by participants Facilitated virtual exchange




Presentation by farmers Facilitated virtual discussions Feedback poll




Virtual presentation Q&A via chat Virtual brainstorm facilitated advisor




Virtual presentation Virtual interview Facilitated virtual discussions



Pre-event survey Virtual presentation Questions in chat Virtual discussion



Questions submitted prior to event Virtual presentation Virtual reality tour Questions in chat Virtual discussion between speakers



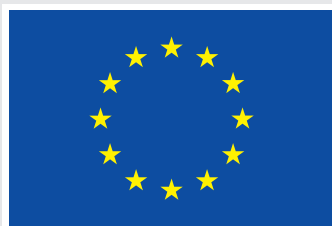
Presentation by invited guests Questions in chat Virtual panel discussion

**Hybrid forms of demonstration events,
with both live and virtual elements**





NEFERTITI PARTNERS



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