

Participant telephone survey (+- 6 months after demo event)

Guidelines:

- Always look at the surveys previously completed by the participant before you make the call, so you can build up the conversation from there. This means you can leave questions out if you already know the answer or ask additional questions.

Start with a short introduction:

- Start with explaining the purpose of the telephone survey (why are you contacting them?)
- Refer to 'name & time of specific demonstration' you will talk about
- Put the participants at ease by telling them you are just interested in their experiences related to the event, that there are no right or wrong answers and they are not evaluated in any way.

Questions

1. What do you remember of the topic of the demo event?
2. Do you believe you learned something because of that event?
 - Yes:
 - 2.1 What?
 - 2.2 Can you think of a way that the event could have been (even) more interesting for you?
 - No:
 - 2.2 Can you think of a way that the event could have been more interesting for you?
3. Did you stay engaged or connected somehow to some network and/or other attendees because of the event? (because of e.g. a new contact you made through the event you now exchange information with or through follow-up activities or other involvement in the program)?
 - Yes:
 - 3.1 How did you stay engaged or connected?
 - 3.2 Whom are you connected with?
 - 3.3 Did you know these people already before the event?
 - No:
 - 3.4 How come there is no lasting connection related to the event do you think?
4. Did you seek more information about the topic of the event anywhere else afterwards?
 - Yes:
 - 4.1 Why?
 - 4.2 Where?
 - 4.3 What exactly?
 - No:
 - 4.4 Why not?

5. Have you attended or will you attend another demonstration event during the coming year?
 - Yes:
 - 5.1 Why?
 - 5.2 On what topic?
 - No:
 - 5.3 Why not?

6. Did the demonstration event result in you doing something new or differently (on your farm), or do you plan to change something?
 - Yes:
 - 6.1 What exactly?
 - 6.2 What specifically triggered the decision for the change(s)?
 - 6.3 Have you noticed any kind of impact already on your farm following this change?
 - If so, what?
 - If no, what are your expectations about this in the future?
 - No:
 - 6.4 Why not?

7. Would you describe yourself as someone who usually talks a lot with other people about possible innovations in farming, or rather not?

8. Did you talk to other people about this demonstration?
 - Yes:
 - 8.1 Who did you talk to about the demonstration? (NOTE: these should not be names, but rather profiles. Ask for the roles if he/she doesn't mention them automatically)
 - 8.2 What about the demonstration did you talk about?
 - No:
 - 8.3 Why not?