



Guidelines for communication before, during and after a demo event

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1. Communication before the demo event

1. List potential participants and stakeholders related to the demo event
2. Develop an invitation (LINK to template) and agenda for the event.

Minimum required elements for a farm demo programme



Welcome/introduction
Demonstration



Facilitated discussion
Participant evaluation of the demo
Clear conclusion/key messages



Time for social interaction
(food and drinks)

3. Disseminate the invitation and agenda to potential participants and stakeholders at least 2-3 weeks before the event.
4. Prepare and print dissemination materials for distribution during the demo event (For example, information of the organisation, leaflets, brochures, etc.)
5. Prepare advertising goodies of your organisation for distribution during the demo event (For example, caps, poncho's, pens, notebooks, etc.)
6. Develop a press release for the forthcoming event ([Template for press release](#))

Press release

Include information to attract the attention of your target group (specific industry, specific age, specific familiarity with the demo topic, ...)

Use an active writing style

Include all details regarding the location and date of the event.

7. Announce your upcoming demo event on the NEFERTITI platform 2-3 weeks before the event takes place ([Guidelines on how to announce your event on the NEFERTITI platform](#))
8. Send the invitation and the press release to local, regional and national media (radio, TV, newspapers, magazines, internet sites, etc.) 2-3 weeks before the event. If possible, giving an interview to them with information on the host farm, the host farmers, the demonstrator and/or the topic of the demo.
Send the appropriate information again to the media 3 days before the event.
9. Post on social media like Facebook, Twitter, etc. with your institutional social media accounts. The first time you post 2-3 weeks before and you post again as a reminder 3 days before the event. To broaden your reach, you can also post on the NEFERTITI social media account:
 - FACEBOOK: https://www.facebook.com/NEFERTITI.EU/?ref=br_rs
(Nefertiti - Networking European Demonstration Farms - @NEFERTITI.EU)
 - TWITTER: https://twitter.com/NEFERTITI_EU?lang=en
(NEFERTITI@NEFERTITI_EU). For Twitter please use the hashtag: #NEFERTITIEU.
 - LINKEDIN: <https://www.linkedin.com/company/nefertiti-h2020/> (NEFERTITI H2020).
10. Prepare banners, flags, roll ups to be presented during the demo event
11. Prepare an [attendance list/informed consent](#) for being filmed and photographed for participants to sign when they enter the event. You can add a formulation for the informed consent to the attendance list.
12. Prepare a [participant evaluation form](#) (on paper or online), to be distributed amongst the participants on paper during/after the event or to be send by email afterwards. Include questions on the communication strategy.

13. Assign the task for making photos, videos, and social media posts during the event to somebody of the organisation team. Think about videos you want to make, so you are prepared to make the right shots during the event.

2. Communication measures during the demo event

1. Put your organisation's flag, roll-up, banner, etc. on the host location
2. Ask the participants to sign in the attendance list and informed consent for being filmed and photographed
3. Prepare dissemination information materials and goodies to be distributed to the participants.
4. If journalists are invited, attribute a special time slot to them before the event starts, so they do not disturb the demo organization when the program starts. Explain them the purpose and expected results from the event. If your event is linked to a wider project, don't forget to mention its purpose and main activities.
5. Provide live posts during the demo event on diverse social media channels.
6. Take pictures and make videos during the event.
7. Ask participants to complete the participant evaluation form.

3. Communication measures after the demo event

1. Develop a press release with some pictures and/or links to videos about the results of the demo event ([Template for press release](#)).
2. Share short posts on the results of the demo event on diverse social media channels – Facebook, Twitter, etc. including on your institutional social media accounts and if relevant (and available in English) on the NEFERTITI social media accounts (see previous).
3. Make a short video about the event and share it on social media and YouTube.
4. Analyse the participant evaluation form (including the questions on the communication strategy), reflect on the communication strategy (did you reach who you wanted to reach?, Was your promotion picked up by the multiple media channels?) and extract lessons learned for the next demo event.
5. Review available follow-up comments posted on social media after the event.