



FarmDemo

Monitoring checklist for the organisation of a demo event



AGRIDEMO

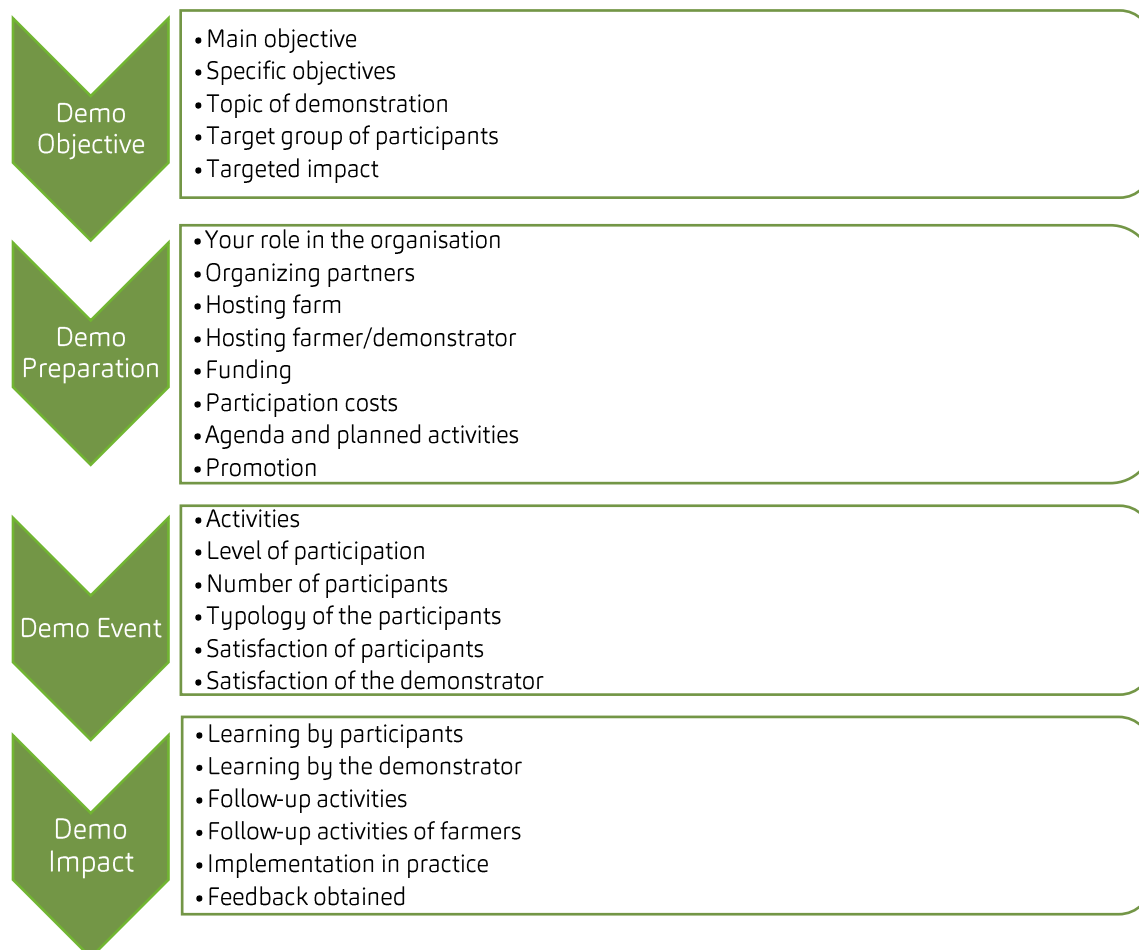


PLAID



FarmDemo has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 727388 PLAID, 728061 Agridemo-F2F, and 772705 NEFERTITI

This checklist provides guiding questions to monitor the organisation of a demo event. Starting with identifying the demo objective, the tool guides a monitor all the way to a reflection on the impact of the demo event. The checklist is meant as an aid during the organisation of a demo event and contains four main parts: demo objective, demo preparation, demo event and demo impact. For each part, more specific guiding questions are formulated on the following pages.





Aspects of the demo objective	Monitoring questions and guidance
Main objective	- What are the main objectives for organising this demo event (e.g. stimulate use of sustainable farming practices, to stimulate improved animal welfare, to raise awareness on improved machinery, new crop varieties, etc.)?
Specific objectives	- What are the specific objectives that will make the demo event a success (e.g. expected number of participants, attendance of a specific target group, knowledge co-creation on a specific topic, ...)?
Topic of demonstration	- What is the topic of the demonstration (which can either be very specific or a range of topics) - Does the topic meet the interest of the targeted audience?
Target group of participants	- Who is the target group to participate in the demo event (e.g. all farmers, specific group of farmers, advisors, others)?
Targeted impact of demo	- Which impact is aimed for with the demo event (e.g. participants learn something new, adoption of specific farming practices, obtaining feedback on specific techniques)?



Aspects of demo preparation	Monitoring questions and guidance
Your role in organisation	- As a Nefertiti Hub member you can either have a rather passive or a more active role in the organisation of the demo. - Indicate what you try to achieve in your role.
Organizing partners	- Which type of partners (e.g. farmers, farmers organisations, advisors, agro-businesses) will be involved in the demo organization to make it successful in meeting the objectives?
Hosting farm	- Is the hosting farm suitable for the demo event, taking into account the topic, expected number of participants, and the planned activities during the event? Possibly, the farm is chosen for very pragmatic reason but not optimally suited given the demo objective.
Hosting farmer/demonstrator	- Does the demonstrator have the necessary skills and attitude to lead a demonstration activity and/or does he/she need support?
Funding	- Who will finance the demonstration?
Participation costs	- Will participants have to pay an attendance fee - Do you think this will influence the type and number of participants?
Agenda and planned activities	- Which type of activities (lectures, workshops, field walks, showcases, trials, group discussions ...) will be used to reach the objective and the target group of participants?
Promotion	- Which promotion activities (e.g., targeted mailing, website, press announcements, social media, ...) will be used to reach the target group of participants?



Aspects of a demo event	Monitoring questions and guidance
Activities	- How do visitors value the various activities (lectures, workshops, field walks, showcases, trials, group discussions...)? What do they appreciate most and what the least.
Level of participation	- What is the level of interaction between participants and between demonstrators and participants? For example asking questions, actively trying, feeling, tasting, smelling, ... , knowledge sharing, ...
Number of participants	- How does the actual number of participants correspond to the organisers' expectations?
Typology of the participants	- How does the type of participants correspond to the targeted group. Is this different from what you had expected, e.g. concerning regarding age, gender, education, occupation, farming experience, travel distance, reasons/motivation for attending the demonstration, familiarity with the topic?
Satisfaction of participants	- How do participants value the demo event (e.g. regarding the demo topic, the newly gained knowledge, the novelty of the showed practices, their (active) involvement in the activities of the event, their ability to relate to other participants, their trust in the demonstrators' competences, the overall atmosphere, their expectations)?
Satisfaction of the demonstrator	- What is the demonstrator's overall impression of the demo event (e.g., regarding the interaction with the participants, the organisation of the demo, his/her presentations)?



Aspects of impact	Monitoring questions and guidance
Learning by participants	- What do visitors take home from the demo?
Learning by the demonstrator	- What did the demonstrator learn on the topic of the demo and on how to set-up and perform a demo?
Follow-up activities	- What is the impact of the demo in the media (written press, web info, social media, activities of advisors, national press, ...) - Will there be follow-up activities related to the demo?
Follow-up actions of farmers	- Do you have indications that the demo event has had an impact on what the participants did afterwards (e.g, seeking additional information, attending other related events, changing farming practices, buying new equipment, discussing with others)? - For demos where you have used the Exit Poll for Demo Events , the answers from the participants are a very rich source to assess impact.
Implementation in practice	- What stimulates or hinders participants to apply what they learned during the demo-event?
Feedback obtained	- Do the organisers obtain spontaneous or solicited feedback after the demo -event?

