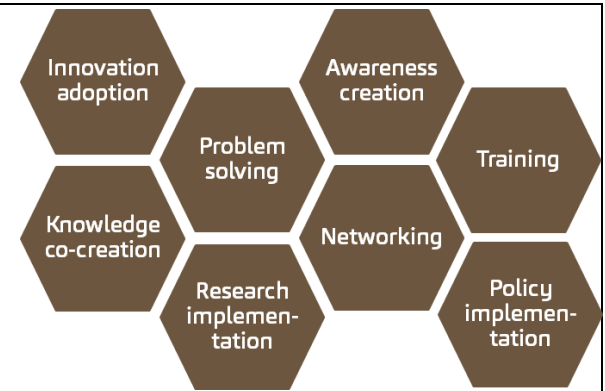


Prepare a demo event

Objective of your demo

Why do you want to organise the demo event?



What exactly do you want to demonstrate?



Who is your target audience?



Host location

Are the following aspects a possible issue, and if so, how will you address them?

- ▶ Participants can relate to the farm/host?
- ▶ Good access? Sign posts? Road? Parking? Travel distance?
- ▶ Suitable accommodation for the activities?
- ▶ Catering (Food and drinks)?
- ▶ Good audio/sound ? Language barriers?



CHECKLIST:

- ✓ Clear audio and visual equipment
- ✓ (Bio)security measures
- ✓ Toilets
- ✓ To increase accessibility, where possible provide wheelchair access
- ✓ Provide road signs and banners, parking
- ✓ Provide shaded areas or shelters, anticipating weather conditions
- ✓ Include logos and banners of sponsors, if applicable
- ✓ Think about food and drinks!



► Comfort and Security measures?




Organisation team

What are the role divisions?

| | |
|-----------------|------------------------------|
| Host farmer | Logistic manager/coordinator |
| Demonstrator(s) | Facilitator(s) |
| Sponsor(s) | |

Set-up of the demo event

► Suitable period (season and timing)?

| | |
|--|--|
|  Season | |
|  Timing during the day | |
|  Other events in that period? | |

► Available budget?

► Targeted group size of the participants of the event?




Define your key messages

Balanced program for the event

► Decide on the available time and a balanced program

► Take into account your objective and group size when choosing activities

► Include at least the following activities:



● Welcome/introduction

● Demonstration

● Facilitated discussion


● Participant evaluation of the demo

● Clear conclusion/key messages

● Time for social interaction

● Evaluation of the event

| Time | Activity <i>(take into account a variety of learning methods)</i> | Specify how you stimulate interaction and knowledge exchange? |
|------|--|---|
| | | |



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Promotion

► Draft a clear invitation

- Event name that reflects the key message
- Target audience
- Demo objectives
- Key note speakers and demonstrators
- Added value for your participants
- Extra incentives

► Draft a communication strategy:

- *Which communication channels?*
- *Who will communicate?*

► How will we interact with the target audience before the event?

