

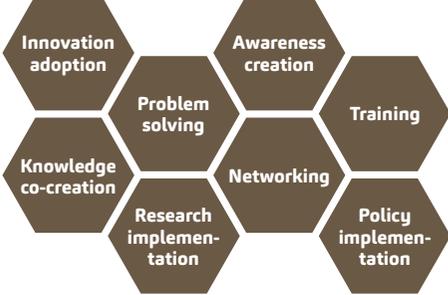


FarmDemo

PREPARE A DEMO EVENT

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OBJECTIVE OF YOUR DEMO

<p>Why do you want to organise the demo event?</p>	
<p>What exactly do you want to demonstrate?</p> <div data-bbox="250 774 418 965" style="border: 1px solid green; background-color: #4F7942; color: white; padding: 10px; text-align: center; margin: 20px auto; width: 60px;"> <p>TIP Limit your topics!</p> </div>	
<p>Who is your target audience?</p>	



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?

- ▶ Comfort and Security measures?

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!

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 (food and drinks)

TIME	ACTIVITY (<i>take into account a variety of learning methods</i>)	SPECIFY HOW YOU STIMULATE INTERACTION AND KNOWLEDGE EXCHANGE?

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?



NEFERTITI PARTNERS



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MORE TOOLS ON

trainingkit.farmdemo.eu