

AGRIDEMO



Building an interactive Agridemo-Hub Community



F2F

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FARMER TO FARMER

The success of on-farm demonstrations starts well in advance of the event day!

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The participants, the location, setting or timing, amongst many others, are factors to consider when organising an on-farm demonstration. So it's advisable to start with the preparations well in advance, aligning every single aspect with the aim of the event.



First it is key to set the demo objectives: Why are you doing the demo and what do you want to demonstrate? The motivations can range from adoption of innovations to problem solving, training, policy implementation, etc. Therefore, be clear about this, also when advertising the demo. Once the objective is set, you can decide about the who (target participants) and set-up or learning methods (how). Often the strength of a demo lies in the simplicity, therefore if you have different topics or goals, consider a series of demos, rather than a single event.

Make sure to pick a host farm(er) and/or demonstrator in line with the objectives. The participants' perception of the host can play a role in the attractiveness of the event, so trusted and innovative hosts may increase the potential of your demo. Concerning the place and time, look for good access and comfort (location, facilities, travel time) and pay attention to the trade-off when choosing the time and date of the demo (e.g. avoid milking hours in case of dairy events).

Finally, to ensure you reach potential attendees, make use of invitations and channels well adapted to each target group. Even personal invitations may be welcomed. Also, it's highly recommended to interact with the participants before the demo e.g. sending information, requesting to prepare questions or to complete a form, etc. This raises the interest but may also help to align the event to the expectations and needs of the participants.

More info: <https://trainingkit.farmdemo.eu/>

