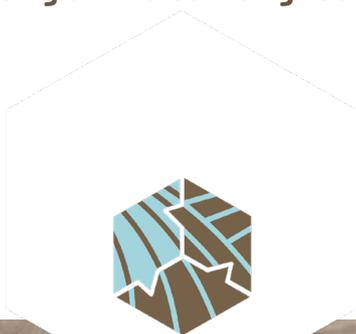


AGRIDEMO



Building an interactive Agridemo-Hub Community



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AgriDemo-F2F has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 728061.



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Tips and tricks for a great on-farm demo day.

Author: Zeus González (USC), Lies Debruyne (EVILVO), Miguel Cordero (USC), Fleur Marchand (EVILVO).

* This Practice Abstract reflects only the author's view and the Research Executive Agency (REA) is not responsible for any use that may be made of the information it contains.

Tips and tricks for a great on-farm demo day

There are some good practices that can help to maximise the experience of participants at on-farm demonstrations. A comfortable and stimulating set-up, a good program with time for networking, suitable learning methods or a skilled facilitator highly contribute to the success of these events.



Everything starts with a balanced program, aligned with the objectives of the demo. Ensure enough time for interaction, since demos are not only about knowledge transfer. They often act as meeting places, so people appreciate the time for networking, for freely walking around, for Q&A, etc.

A stimulating and familiar setting grants a more comfortable and effective experience so, within the possibilities, try to provide a clean and tidy environment, food and drinks, proper signs and indications, clear audio or shaded areas and shelters to face adverse weather conditions.

When it comes to learning, several resources can be used to boost knowledge exchange and those should be picked considering the kind of audience and be supported by a well-balanced agenda of activities. In case of big events, it's advisable to split into smaller groups to provide the same chances for knowledge exchange and interaction. The FarmDemo guide compiles a good overview of these various techniques and resources suitable for on-farm demonstrations.

Finally, a fluent event ensures a more effective and pleasant experience. So go for a skilled facilitator or host, able to lead the event and effectively engage the participants. Appoint also a timekeeper, to ensure the completion of the program and try to foresee the unexpected: E.g. what to do in case of bad weather, problems with equipment, not very active participants, etc.

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

