

AGRIDEMO



Building an interactive Agridemo-Hub Community



F2F

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



AGRIDEMO
FARMER TO FARMER

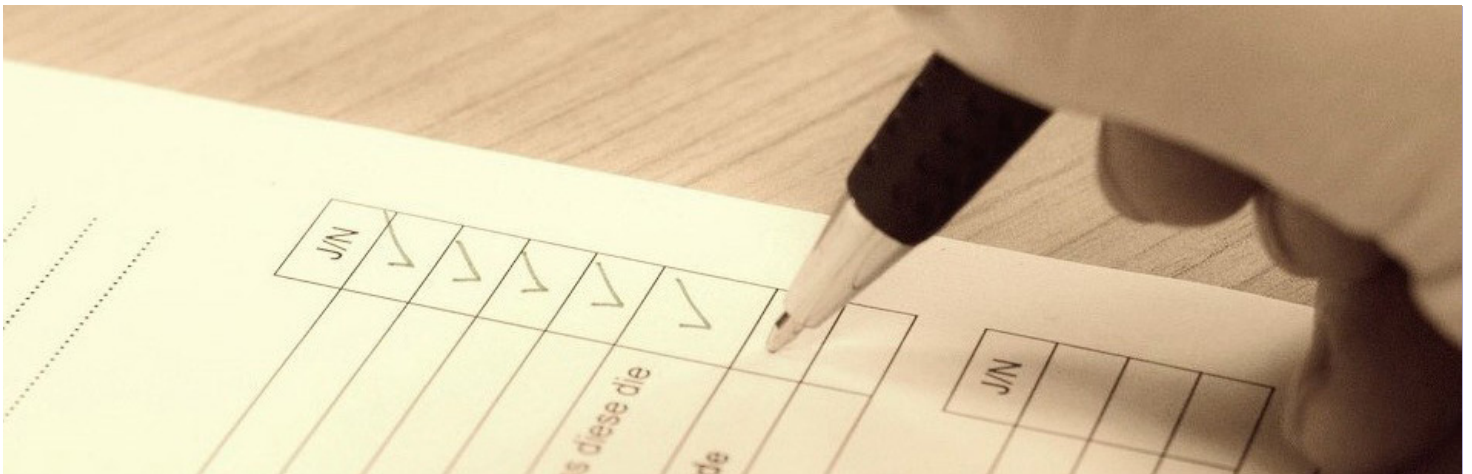
Improving and reaching further: Evaluation and follow up of on-farm demonstrations.

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.

Improving and reaching further: Evaluation and follow up of on-farm demonstrations

An on-farm demonstration should not end when closing the event itself. Evaluating the demo afterwards helps to improve the organisation of future events and in addition some follow-up activities for participants (and non-participants) will help to achieve a bigger impact.



The evaluation can be done for the short and long term and for several aspects. Check whether the objectives were achieved, what visitors take home, if they see the learning applicable or feedback about the set-up, programme and organisation is valuable information for the next time.

The opinions can be gathered in several ways during or after the demo. E.g. informal talks during the event, evaluation forms afterwards or even consider the evaluation as part of the programme, allocating time for it during the event. In fact, you are more likely to succeed in gathering feedback during the day than afterwards by for example email. Keep it concise: aim for only a few relevant questions, rather than a long questionnaire.

Furthermore, follow-up activities, will help you to achieve higher and long-lasting impact of the event. There's a wide range of options to keep in contact with the participants, from informal to more organised activities. Examples of follow-up activities are short follow-up phone calls, sharing the participants list, providing support to those aiming to implement things learned, or to prepare a press release or video report.

Although taking place after the event, make sure to inform or even discuss planned follow-up activities with the participants during the day. Finally, do not hesitate to include people that have not participated in the event for certain specific follow up activities, to further increase impact.

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



For more information, please visit: agridemo-h2020.eu