MIXED
EFFICIENT AND RESILIENT MIXED FARMING & AGROFORESTRY

HOW TO PLAN A DEMO EVENT?
Guidelines to do it successfully

1 CHOOSE A THEMATIC AND GOAL OF THE EVENT

GENERAL GOALS
Innovation uptake, Problem solving, Raising awareness, Research and/or policy implementation.

SPECIFIC/THEMATIC GOALS
Water-use efficiency, agroforestry systems, use of techology in agriculture, etc.

2 CHOOSE THE TARGET AUDIENCE

Think about who to invite and how many participants the event should have.

FARMERS' ONLY
Fewer number of participants. Technical sessions, usually based on farm/regional level. Present real-life perspective (hands-on experience is advised).

FARMERS AND ADVISORS
Fewer number of participants. Similar to the previous one. Possibly add a national level perspective to the discussion.

FARMERS, ADVISORS AND RESEARCHERS
Greater number of participants. Tends to have research implementation as a main goal. Plan a facilitated discussion where participants can ask questions and communicate with researchers.

ADVISORS, RESEARCHERS, POLICY MAKERS
Greater number of partipants. Wider persective on a national and international level. Oral presentations, plenary sessions, and small group workshops are used.

3 SELECT LEARNING METHODS

Always think about the goal of the event.

A few examples and advices are:
- Presence of a host farmer
- Small group workshops
- Plenary sessions
- Hands on experience
- Oral presentations
- Farm visits/walks
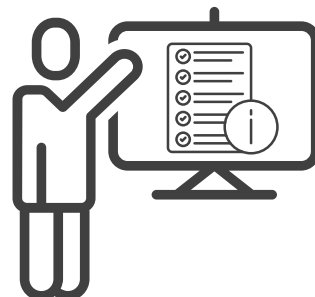
4 PLAN THE EVALUATION AND DISCUSSION METHODS

IN THE END OF THE EVENT
Individual feedback. Usually made through a written form, but there are other examples such as the use of mentimeter.

A - TECHNICAL EVALUATION	&	B - EVENT EVALUATION
Demonstration techniques, host farmer, intention of adoption, advantages and barriers of the technique.		Chosen farm and host farmer, learning methods used, number of participation, reason for participating, overall evaluation.

LATER
It is advised to ask about research done after the demoevent, changes in farm management, opinion about a thematic/innovation.

5 PLAN COFFEE BREAKS & TIME FOR NETWORKING

Networking should always happen after the event is finished.
The closing event should be before the networking time, in order to make it clear that participants can leave.

6 PLAN THE AFTERWARDS OF THE EVENT

TAKE HOME MESSAGES AND MATERIALS
Leaflets, websites, event results, etc.

CONTACTS AND OTHER INFORMATION
In case the participants want to know more. Provide a contact list, if all participants aprove for further discussion.

Learn more on: www.mixed-project.eu

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