STEPS TO A SUCCESSFUL DEMO EVENT

CLIMATE FARM DEMO

1 UNDERSTANDING THE WHY BEHIND YOUR ORGANIZATION

- Key principles of organising a demo event - access here
- Demo Event Design Guide (p. 11) - access here

2 REGISTER YOUR EVENT

- Pre-event template - access here
- Backoffice registration - access here

3 BUILD YOUR TEAM

- Demo Event Design Guide – Multi-Actor Approach (p. 25) - access here

4 KNOW YOUR TARGET AUDIENCE & DEFINE YOUR CONTENT

- Demo Design Guide - Can farmers relate to the host farm (p. 22) - access here
- Guidelines for Preparing Content Presentation - access here

5 COMPLETE HEALTH AND SAFETY CHECKLIST

- Safety Protocol Template - access here

6 ENSURE PROPS AND MATERIALS FOR EVENT ARE PREPARED

- CFD Branding - access here
- Demo Event Design Guide (p. 29-34) - access here

7 ADVERTISE



- Steps to promoting an event - access here
- Generic email invitation - access here

8 COMPLETE FINAL CHECKS CARRY OUT A DRY RUN

- Demo Design Guide- Pre event must do's (p. 37) - access here

9 COMPLETE POST-EVENT SURVEY

- Access here

10 POST EVENT FOLLOW UP

- Guidelines for reflection on demo events - access here
- Reflection canvas - access here
- Demo event Design Guide (p. 51) - access here