

Designing a face-to-face event

The scenario

Your team is working on increasing the use of agriculture and rural statistics in policy and decision-making. You have identified training, seminars and other face-to-face meetings as a good way to reach your target audiences with the statistics you produce. You now have a communication and advocacy strategy in place, and one of the things you have included is to conduct half-day events with key data users. You have managed to secure funding for the first of what you hope will be a series of such events.

Task

Your task is to design an agenda for this first event, including deciding on the audience, goal, objectives, and which topics will be covered. The event can take whatever form you think will have the most impact, such as an awareness or appreciation seminar, training course, meeting, or a briefing. The table below provides guidance on the steps you might take to complete this task.

At the end of the workshop, each team will give a 5 minute presentation on their planned event. Explain to the rest of us what you've decided to do, who will attend your event and what you hope it will achieve. Take the opportunity to make your presentations interesting and dynamic and practice your communication skills.

Choose your target audience	Select one or a combination of the following target audiences: <ul style="list-style-type: none"> • Government staff involved in policy and planning related to agriculture and rural statistics • Politicians at national, sub-national and/or local government level • Students at secondary and/or university level • Extension Officers
Clarify the goal of the event	What do you want to achieve as a result of this event? e.g. Increase use of currently available agriculture statistics
Set the objectives	Identify 3-4 objectives that explain what the participants should know or be able to do after attending the event e.g. Participants know the different sources of data used to produce agriculture statistics
Decide on the type of event	What kind of event will be best for this audience and your goal and objectives? e.g. training course, seminar, meeting, etc.
Design the agenda	What topics will be covered? How will the information be communicated (e.g. lectures, practical activities, discussions)? Design the agenda for the event to show what will be covered, in what order, and how much time is allocated for each topic. The agenda should illustrate how the event will flow from start until finish. It doesn't need to be precise to the minute, but rather give a general idea of the major parts of the program.