

Optimizing Field Day Impact and Attendee Experience



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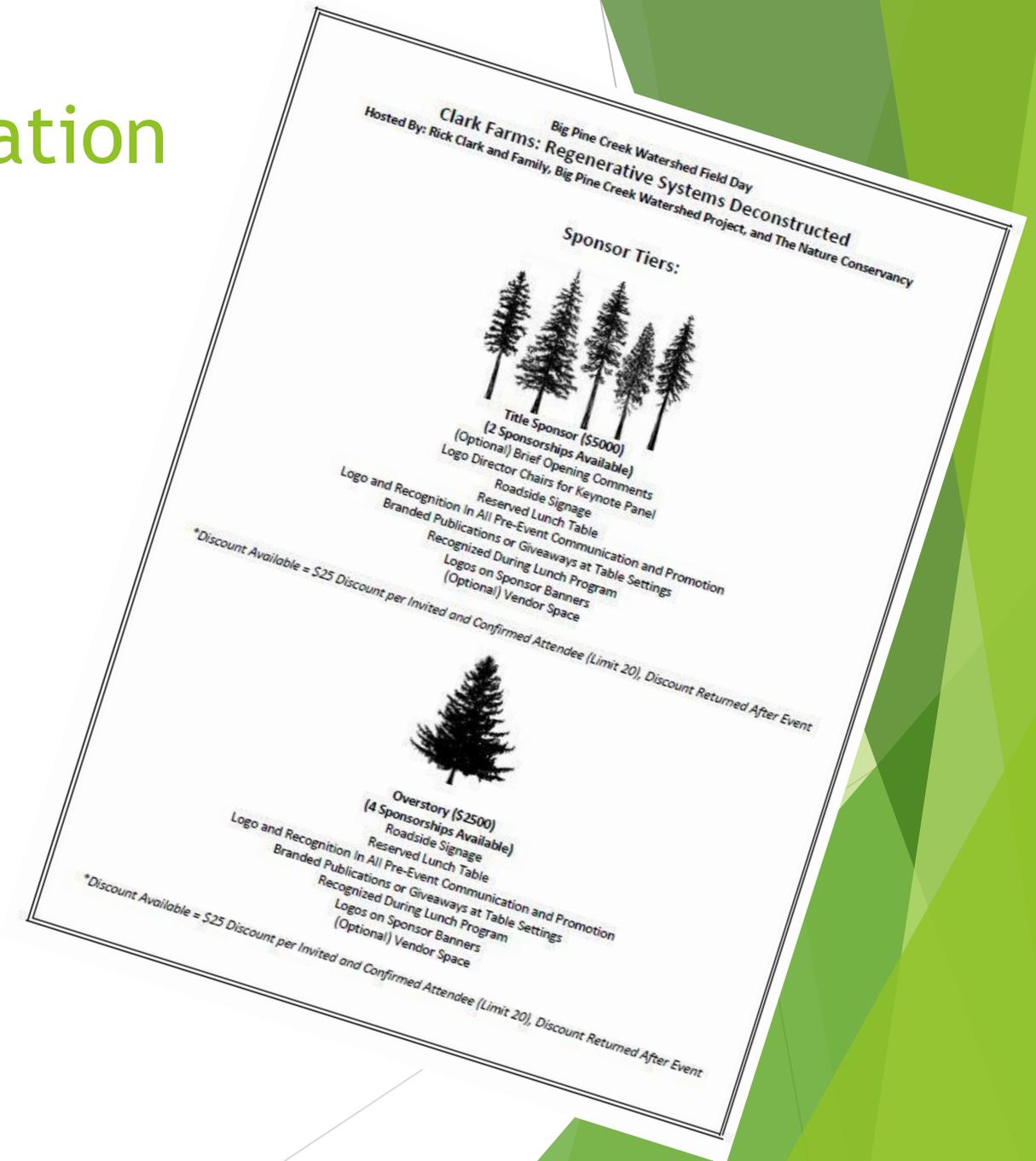
The Nature Conservancy

Marketing and Communication

- ▶ ALONG WITH THE STANDARD...
- ▶ How big of a crowd do you **really** want?
- ▶ What would be the ideal composition of the crowd? (*Target Audience*)
- ▶ For Attendees
 - ▶ Pick your date and stick with it (6 months prior min.)
 - ▶ Send out a Save the Date ASAP (90 days prior min.)
 - ▶ You need a seamless online registration system OR a dedicated **LIVE** person that can track and respond
 - ▶ Repetitive and detailed updates to ALL attendees
 - ▶ Communicate with other stakeholder groups separately with catered information (speakers, sponsors, vendors, media, volunteers)

Marketing and Communication

- ▶ Field Day Objectives Brief (One-Pager)
- ▶ For Vendors
 - ▶ Are they vendors and presenters?
 - ▶ Can products/equipment be used/endorsed by presenters?
 - ▶ What are the value tiers?
 - ▶ How much work does this create and is it worth it?
- ▶ For Sponsors
 - ▶ What are the value tiers?
 - ▶ How do you build a value proposition/ROI?
 - ▶ How much \$\$ do you need?
 - ▶ Budget + 25%



Media and Promotion

- ▶ ESTABLISH AND LEAD with a Communication Plan (Schedule, Content, etc.)
- ▶ Ag Media
 - ▶ INVITE ALL YOU CAN THINK OF, Expect 1 or 2
 - ▶ Feature Stories Pre and Post
 - ▶ Highlight Speaker Profiles, Points of Interest
 - ▶ Follow up and Follow through with Media Requests
- ▶ Other Earned Media
 - ▶ Radio
 - ▶ Independents
 - ▶ Universities
 - ▶ Local Newspapers
 - ▶ THINK BIG
 - ▶ No-Till Farmer
 - ▶ Successful Farming
 - ▶ Farm Journal
 - ▶ Podcast (NPR)

Media and Promotion

- ▶ ESTABLISH AND LEAD with a Communication Plan (Schedule, Content, etc.)
- ▶ Social Media
 - ▶ Hire/Assign a Dedicated Person
 - ▶ Pre-Event (Speaker Profiles, Agenda Updates, Amplification)
 - ▶ Livestream?, Recorded Video?
 - ▶ Use Social to Thank Sponsors
 - ▶ Tap Sponsor/Vendor Social Media Accounts to Grow Audience
- ▶ Hire Someone
 - ▶ Videography
 - ▶ Drone Footage
 - ▶ Photographer
 - ▶ Livestream Host

Set Objectives and Outcomes



- ▶ Goals
 - ▶ SWCD Business Plan
 - ▶ Passion project

- ▶ Required Objectives
 - ▶ Grant deliverables
 - ▶ Partner in-kind
 - ▶ Budgets/grant funds to expend

- ▶ Desired Outcomes

Identity Target Audience

- ▶ Farmers
 - ▶ Early adopters, middle adopters, progressive
- ▶ Landowners
 - ▶ Actively farming, removed
- ▶ Community Members
 - ▶ Partnering groups, political figures, future partners, influential associations





Identity Target Audience

- ▶ ANYONE!!
- ▶ Take into consideration the audience size desired and manageability

A photograph of a tractor show. In the foreground, a red and white tractor is partially visible. In the background, a green tractor is parked on a grassy field. Several people, including men in hats and a woman, are standing around the tractors, looking at them. The sky is blue with white clouds. The image is framed by a green and blue geometric design on the right side.

Approach

- ▶ Formal vs. Informal
- ▶ Serious vs. Relaxed
- ▶ Overall Theme
 - ▶ Hot topics
 - ▶ Popular speakers
 - ▶ Creative twist
- ▶ Title Development



Logistics

- ▶ Choose Host Site
 - ▶ Example farmer
 - ▶ Host with speaking abilities
 - ▶ Indoor/Outdoor Meeting Space
 - ▶ Spacious parking and event areas



Public Release

- ▶ Create a Save the Date
- ▶ Date Considerations
 - ▶ Target audience's practical schedule
 - ▶ Staffing schedule and availability
 - ▶ Timeline (large field days at least 6 months in advance)

Public Release

- ▶ IASWCD Calendar
- ▶ Social Media
- ▶ Partner's Social Media
- ▶ Targeted media (local newspaper)



Speakers

- ▶ Alignment with event theme
- ▶ Popularity
- ▶ Availability
- ▶ Cost
- ▶ Workability



Speaker Considerations

- ▶ Draw from the ICP network, for fan favorites and return acts
- ▶ Local professionals for emphasis on local action
- ▶ THEN think outside the box.
- ▶ **Pro Tip:** Back-up speakers on-site





Invitations

- ▶ Personalized letters to the ICP leaders and other influential professionals
 - ▶ Donors/Supporters?
 - ▶ Local officials??
 - ▶ Congressional Staff???
 - ▶ President of the United States????
 - ▶ Bill Gates?????
- ▶ Personalized calls to specific attendees

Agenda

- ▶ Ensure Appropriate “Flow”
 - ▶ Don’t require anyone to do anything.
- ▶ Reference planned approach (formal etc.)
- ▶ Include
 - ▶ Introduction
 - ▶ Station rotations
 - ▶ Conclusion
- ▶ “Hearty” Lunch



Agenda Considerations



- ▶ Outdoor space with BACKUP areas for poor weather
- ▶ Allow wiggle room for timing in the schedule
- ▶ Provide agendas to guests before the event



NEVER EVER SPEAK
OVER LUNCH!!!

NETWORKING ONLY!

Event Day Site Considerations

- ▶ Traffic
- ▶ Parking
- ▶ Flow of cars and people
- ▶ Registration
- ▶ Seating (indoor and outdoor)
- ▶ Transfer of station flow
 - ▶ Freewill
- ▶ Lunch
- ▶ Restrooms
- ▶ Networking space
- ▶ Traffic departure (at all times)



Volunteers

- ▶ Anyone interested!
- ▶ Capable of moving trash and physical labor
- ▶ Registration booth/friendly information holder
- ▶ Trusting with \$
- ▶ Provide volunteers with information early and make tailored task lists
- ▶ Provide special thank you items (T-shirt, after party creek swim, etc.)



Game Day Reminders

- ▶ Printed task lists
- ▶ Printed task leaders (overall staff) and identification
- ▶ Health and safety kit location
- ▶ Gatorade/juice for diabetic episodes
- ▶ Air conditioning/fans for overheating
- ▶ Virtual considerations (Hire Done!)
- ▶ Extra communication devices
 - ▶ Radios, megaphones



Evaluation and Assessment

- ▶ Post Survey - Short and Sweet
 - ▶ What do you want to know?
 - ▶ Will you use the data?
- ▶ Thank You Notes
- ▶ Media Follow up
- ▶ Log Available Metrics - Attendance, Demographics, Email List
- ▶ Momentum - Can you announce future events?
- ▶ Follow up on conversations had
- ▶ ID Future Speakers
- ▶ ID Future Themes/Needs