Ag Ex Forum

Event Management

Precision Ag EXPOs and Conferences

18th March 2014

Introduction

- The EXPO and conference are SPAA's flagship events

- Brings together 120+ people to learn of the practical uses of Precision Agricultural technologies on-farm.

- It invites farmers, farm managers, advisors and researchers to present information on on-farm stewardship that results in improved land management practices.

- Events funded by RDCs, a number of corporate sponsors and admission charges.

Methodology

- Alternative venue each year to engage new audiences and agricultural industries specific to the region.

- Program determined by previous event feedback and local knowledge

- Opportunity to learn new technologies by like-minded landholders, who present relevant and practical information.

- Why are these events a success for SPAA?

Methodology

- Having hosted many successful events in the past, SPAA uses event planning template developed from previous successful events comprising of;
  - Presentations
  - Live demonstrations
  - Trade exhibits: allows for attendees to network with providers.
  - Networking sessions "PA Connections"

Process

- Identify date
  - Check with other agr event calendars especially those from the regional groups
- Source venue and catering quotes
  - Utilise knowledge of locals about venue capacities and good food providers
- Sponsorship requests
  - How is your event unique?
  - What inclusions do you offer?
- Develop program
  - Find key note speakers as drawcards
- Promotions:
  - How often/ timeliness and how much?
- Ongoing updates to sponsors and speakers

Cheap promotions

- Social media has taken off! Utilise it as they are cheap (even Free) and reach a lot of people
  - Enews alerts
  - Twitter alerts
  - Website (both your own and others)
- Utilise your networks
  - AgEx helps promote events by forwarding on
  - The local FSG where you are hosting the event
- Media
  - Offer free passes

Main outcomes

- Evaluation reports from the events indicate strong practice change/ intention to change

- If seeking NRM involvement, read up on their strategic plan and know the agricultural issues and incorporate into your program.

- List include; soil moisture monitoring, adjusting zones, mapping problem areas and data layers

- Increase knowledge and confidence (thus adoption) through listening to other farmers experiences. FARMERS tell a more convincing story

Financial value

- Events cost = $KKKs. Offset by admission and corporate support + in-kind participation
- Main expenses (don't be afraid to say you're a small NFP farming group)
  - Speaker travel (negotiate!) Free of charge speakers fee?
  - Catering and venue charges (shop around)
  - Proceedings
- Money savers
  - Trade exhibits/ sponsorship: but you must offer them something in return
  - Media involvement

Environmental value

The program topics include and allow for the environment to be managed to "best" input levels of and avoid toxicities, leaching, through

- targeted fertiliser application,

- targeted weed management,

- reduced erosion (stubble retention and inter-row sowing)

- assessment of land capabilities and

- resource use allocation
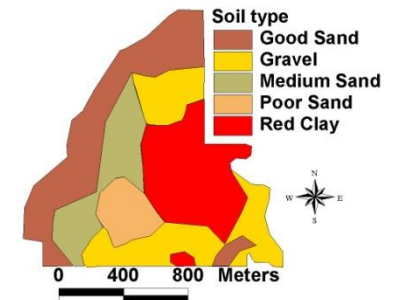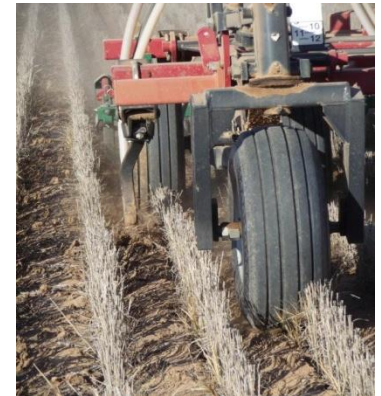
Social value

□ The use of such technologies offers landholders with new skills, application across agricultural industries and improves TBLs.

□ Popular segments include the farmer case studies.

□ Hearing a farmer experience is worth everything!

□ Show and tell – more hands on trade displays and demos

Beyond the Event

Continue to talk about the event;

- www.spaa.com.au

- through media

- case studies of landholder using PA and reporting benefits featured in Precision Ag News.

- factsheets and training videos of popular topics/ issues
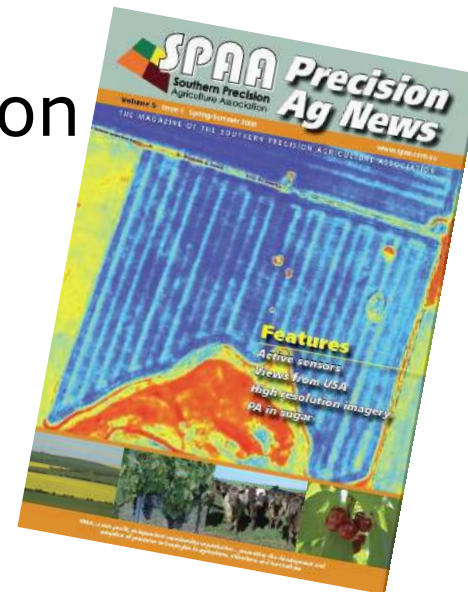
So do we do it differently?

- Work with FSGs
- Promotion and media involvement
- Key note FARMER speaker
- More farmer involvement – they tell a better story!
- More NRM involvement showing the benefits of PA tools and applications
- Trade area – equipment demonstrations
- Value the event

www.spaa.com.au