



THIS PROJECT HAS RECEIVED FUNDING FROM
THE EUROPEAN UNION'S HORIZON 2020 RESEARCH
AND INNOVATION PROGRAMME UNDER GRANT
AGREEMENT N. 772705



FAQ on Virtual Demonstrations





Document Summary

Deliverable Title: **FAQ on Virtual Demonstrations**

Version: 1

Deliverable Lead: ILVO

Related Work package: WP1/WP3

Author(s): **Laure Triste**

Contributor(s): Cynthia Giagnocavo, Miguel Gimenez, Mathieu Merlhe, Marko Prokin, Dajana Vujaklija

Communication level:

- CO Confidential, only for members of the consortium (including the Commission Services)

Project Number:

Grant Agreement Number: **7727053**

Programme: **NEFERTITI**

Start date of Project: **January, 12, 2018**

Duration: **4 years**

Project coordinator: Adrien Guichaoua

Abstract

This document gives answers on the questions from hub coaches regarding the organisation of virtual demonstrations. These questions are gathered from the evaluation forms of the training sessions on virtual demonstrations organised in May 2020, the results of a questionnaire on preferences for knowledge exchange sent out in June 2020, and the discussions during feedback sessions on virtual demonstrations organised end of June/beginning of July 2020. The answers on the questions are based on inputs from diverse people from the executive committee, from discussions during the training session on virtual demonstrations and shared experiences during the feedback sessions on virtual demonstrations. The FAQ are clustered according to the 6 identified steps for organising a virtual demonstration: Specify the objective, virtual demo set-up, content development, promotion, virtual demo delivery, evaluation and follow-up. This document should be seen as an addition to the guidelines for virtual demonstrations.



Table of contents

1	Specifying the objective.....	1-5
1.1	How to find a good topic for a virtual demo?	1-5
2	Virtual demo set-up.....	2-5
2.1	How to make a good farminar/ live connection?.....	2-5
2.2	Which technology should we use?	2-6
2.3	What is the ideal number of participants for my virtual demonstration?.....	2-6
2.4	What is a good platform for a virtual demonstration?	2-6
2.5	How to collaborate during the organization of a virtual demo?	2-7
2.6	Who should host the virtual demonstration?	2-7
2.7	How to organize the financing of a virtual demo?	2-7
3	Content development.....	3-7
3.1	How to make good videos?	3-7
3.2	How to choose a good demonstrator for a virtual demo?.....	3-7
3.3	How to support a demonstrator farmer remotely?	3-8
3.4	How to make a good agenda for your virtual demo?.....	3-8
3.5	Ice breakers for virtual demo events.	3-9
3.6	How does GDPR influence the development of a VD?	3-9
4	Promotion	4-10
4.1	How to improve the communication before a demo event?	4-10
4.2	How to use social media for promoting your event	4-10
4.3	How to attract farmers for virtual demos, specifically for older farmers who are not used to the technology?.....	4-11
4.4	Engaging non IT literate in virtual demos	4-11
5	Delivery of the virtual demo	5-12
5.1	How to avoid background noise during your virtual demo?.....	5-12
5.2	How to get a discussion started?.....	5-12
5.3	How to avoid “Webinar-fatigue”?	5-13
5.4	How to deal with the feeling of talking to a computer	5-13
5.5	How to tweet on a demo event?	5-13
5.6	How to share videos during a video call in such a way that the quality stays good?.....	5-17
5.7	How can I encounter technical problems?.....	5-17
6	Evaluation and follow up.....	6-17



6.1	Dissemination about virtual demo's.....	6-17
6.2	How to evaluate a virtual demo?	6-18



1 Specifying the objective

1.1 How to find a good topic for a virtual demo?

The topic should tie into real concerns of farmers, which also includes economic as well as production. Look at sources of farmers' press and news to get a sense of what matters. Subscribe to news feeds that farmers get so you can approach the topic from their perspective.

Further, advisors are viral transmitters of knowledge between growers. They are in a privileged position to detect needs, demands, questions and select good topics.

General rules of thumb for finding a topic:

- If there are no specific needs known, choose a topic that is an “evergreen”, attractive and interesting.
- Specify the topic directly with a hub member who represents the target audience (farmers, advisers...)
- Find the right balance between main concern of the farmers of the hub and capacity to show and demonstrate solutions
- Think about which information farmers need to get the innovation/practice started after the VD and adapt your content to this.
- Choose a solutions focused topic: so farmers will be able to take home some clear handles to deal with a problem.
- Think about liaising with research projects because it allows you to present some solutions from this project.

2 Virtual demo set-up

2.1 How to make a good farminar/ live connection?

The connection itself, and the strength of the signal depends on the internet provider and is something that can be difficult to influence. Some of the advice that can be given in order to have the best connection if you are on WiFi:

- Find the best place for a router
- Stay in the closest possible vicinity of the router
- Get a stronger antenna/WiFi booster
- During the farminar have as few other devices connected to the WiFi as possible
- If you are indoors, connect your computer to the WiFi via an ethernet cable

If you are on a cellular network and in the farm, try to be close to a cellular antenna, if possible, on an elevated part of the farm and away from many trees which could block the signal. If you are indoors and having connectivity issues on the cellular network, try to be close to a window and if your house has two or more stories, go up. In both cases try to shut down all other applications which could be draining away your data flow.



Another important aspect during the farminar is that only the participants that need to have the camera turned on (presumably only the organizer) should have it on. All of the other participants should switch off their cameras and microphones when they are not talking. This is specifically true for bigger groups. In smaller groups, having the camera on might make discussion easier because people have more the feeling of talking to each other rather than talking to a computer.

2.2 Which technology should we use?

There are several platforms which have been used for the webinars/farminars and which have proven themselves to be good and which can be used free of charge: Zoom, GoToMeeting, Google Hangouts, YouTube Live and Skype. It would be best to first try out a couple of these before settling in with one of them. Majority of these have good applications for mobile phones, so you should have that in mind as well when choosing one of them. A point of reference is the Guideline for virtual demonstrations. In practice, most of us will have to rely on our institutional subscriptions, which are not always designed for this type of event or the most user friendly.

For an Agricultural Show organized in the UK, a dedicated website was developed according to a simple template (<https://www.onlineagshow.co.uk/home>) in such a way that it can also be used for future events, just by changing the content. This allow you to offer the website to other organisations and projects which allows you to reduce the costs considerably.

2.3 What is the ideal number of participants for my virtual demonstration?

The ideal number of participants you target depends on the objective of your demo. If the objective is to inform or showcase on a topic, you can target a big number of participants. If your objective is to discuss a topic, to receive input or to co-create, that you will have to target a small group. Having a smaller group (10-15 participants) allows for more intense knowledge exchange and interactions and thus also peer learning.

How to organize small groups/discussion?

- Small groups (5-6 persons) are a good option for an open discussion. If you have more participants you need to facilitate the discussion in a more structured way.
- Prepare groups beforehand based on their interest or needs (for example together with advisory-organisaton or branch-organization). Ask participants to confirm their participation to the VD and group discussion;
- Zoom has nice possibilities to make small subgroups (in breakout rooms) and to switch between plenary and parallel groups;
- You could decide to repeat the same virtual demo several times to keep the number of participants of each demo low.

2.4 What is a good platform for a virtual demonstration?

There are a lot of websites available that compare the different features of platforms (E.g., http://en.wikipedia.org/wiki/Comparison_of_web_conferencing_software). Some platforms have specific features: for example, the option to use break out rooms (e.g. zoom, gotomeetings, ...), to have polls integrated (e.g., gotowebinar) or to have simultaneous translation (e.g., in Zoom participants are able to choose a specific audio channel in which simultaneous translation can be offered).

Often the choice of the platform will be influenced by the platform that you or your colleagues are already familiar with, feel comfortable with or have a license for. Important to take into account is that it is easy to use



by the participants. For example, they don't have to install a new app on their computer, but just have to click a link to enter the "meeting room".

Platforms which Hub Coaches have good experiences with are: Zoom, Discord, Beekast, Teams

Hub Coaches had less good experiences with: Skype for business, GoToMeetings (quality and break out rooms), Libcast.

2.5 How to collaborate during the organization of a virtual demo?

Whether you collaborate with people from the same company or from virtual companies, it is important to agree before on the task divisions during preparation (agree on the topic, who provides content, who offers the platform, who organizes registration, etc.) and during the delivery of the VD (e.g. who will give the introduction, who will follow up the chat, who will facilitate Q&A and discussion). It is also advisable to do a short test before, so there will not be any surprises during the delivery of your VD.

Further, you could also ask support or inspiration from your peers. For example, you could share experiences amongst hubs during regular meetings within your networks.

2.6 Who should host the virtual demonstration?

It would seem the easiest if the facilitator is the person who hosts the VD, because this person has the most rights to manage the VD (e.g., who is allowed to talk, who is allowed to share screens, ...). Either way, you should agree before who will perform which task during the VD and make a script for the VD, so everybody involved in the organization knows what is expected from him/her during the VD.

2.7 How to organize the financing of a virtual demo?

This would be very similar to any offline demonstration event. You could collaborate with other projects and split costs by dividing tasks in the organization. For example, the project could provide content and/or provide a demonstrator, and the hub could facilitate the discussion and/or set-up the platform.

Further, you could offer sponsorships to companies, for which they can contribute in kind with technology help or platforms in return.

3 Content development

3.1 How to make good videos?

For extensive guidelines on how to make a good video, read the guidelines drafted by Thomas in the PLAID project: <https://nefertiti-h2020.eu/webinar/> and https://trainingkit.farmdemo.eu/wp-content/uploads/2020/07/Farmdemo_Guidelines-for-video-development_v20200304.pdf

An interesting tip from the hub in Hungary is to take into account when the camera man/woman is not an agronomist. Make sure you give good instructions on how to film practices and materials. Make a clear script before.

3.2 How to choose a good demonstrator for a virtual demo?

The speaker quality is more important in virtual demo because the non-verbal communication is missing. Also try to have a demonstrator who is synthetic, clear in his speech, don't take too much time to explain things (even complex issues)... . Further, you should assure that the demonstrator is (made) familiar with the platform



you are using. Because if there is technical problem, the demonstrator should be able to solve it. If the demonstrator is not very familiar with the platform, you should provide him with technical assistance.

A lot of hub coaches decide to make a video of the testimony or demonstration before. In this way, you avoid technical issues, and you are able to record some parts multiple times and later on choose the best parts for the video.

Further, you could also decide to have 2 short testimonies/demonstrations with different points of view on the topic. This can also spice up the discussion between participants.

3.3 How to support a demonstrator farmer remotely?

It's easier to organize a demo with a host farmer you know very well, so you are able to estimate his/her capabilities to demonstrate. Let the farmer decide which tools he/she would like to use to present his/her practice or farm (e.g., video, presentation, leaflet, live testimony, ...). Provide assistance for the development of content, if necessary (e.g. provide guidelines for making a video, help to write a script for making a video, give specific topics that need to be answered in the presentation, ...). Run a trial of the demonstration before the actual VD, and explain all important features to the demonstrator. During the virtual demo the role of the facilitator is key:

- Ask questions from the participants of the VD directly to the demonstrator or let the participants ask their questions to the demonstrator.
- Manage and reformulate the participants speaking to the demonstrator
- Support the demonstrator, if you feel that he/she is not in position to answer a specific question.

3.4 How to make a good agenda for your virtual demo?

Try to keep your virtual demo short (approximately 1 hour). If you require more time, make sure you include sufficient breaks, so people can stretch their legs.

We suggest to have the following “sections” in your VD agenda:

- Welcome/introduction: explain the context, the objective and the agenda of the VD. You could ask the demonstrating farmer to do the introduction instead of the facilitator. If you have the time and the group size allows it: let participants introduce themselves (if possible ask them to explain how they relate to the topic, e.g. from the VD training: explain whether you already have experience in organizing a VD). You could also organize some ice breakers (see following FAQ).
- Testimony and or demonstration: prepare a video in advance (this is the safest option, because you don't need to worry about electricity or internet access) or organize a live interview with a farmer/advisors/.... It might be interesting to see multiple opinions/testimonies: for example from a farmers and from a supply chain actor. In addition you could prepare some slides with graphs, concrete figures, research findings, etc. But try to make it as practical as possible: translate research findings to the farmers' reality.
- Facilitated discussion: THIS IS ABSOLUTELY MANDATORY to keep your participants engaged. See FAQ “How to get a discussion started?” (Section 5) for tips and tricks. You could decide to immediately take notes of the discussion (for example, by using the whiteboard function in some platforms).
- Wrap up: conclude your session, by presenting the take home messages, referring to further information available, organizing a poll to probe how the participants will give action to what they learned during the VD, ...



To keep your participants engaged, we advise you to not have the same person talking more than 10 minutes in a row. You could for example also decide to break up a video in smaller parts and show it in chunks alternated with some group discussion about what they just saw.

3.5 Ice breakers for virtual demo events.

Through these weblinks you can find some icebreakers for virtual events and to increase interaction during your virtual event:

- Icebreakers for virtual meetings: <http://www.bethkanter.org/pandemic-icebreakers/>
- 5 ways to make your virtual demo more interactive: <https://medium.com/@speakerhubHQ/5-ways-to-make-your-webinar-interactive-183254434117>

Other ideas are to use polling tools like Mentimeter, Kahoot or Slido to probe for opinions or suggestions at the start of your VD.

Another idea is to ask participants to introduce themselves by showing a picture of themselves, or an object.

3.6 How does GDPR influence the development of a VD?

(This section is based on <https://www.pridatect.co.uk/zoom-gdpr-compliant/>, For more information please address to the GDPR responsible in your institution)

As for physical demonstration events, organisers of VD will have to comply with the GDPR regulation for data protection. To be compliant with GDPR, you will have to inform participants about if and for which purposes you will use their data. For example, when participants register for you event, you can ask them to agree that (e.g., use tick boxes):

- Their email address only will be used by the organising parties to send them information linked to the VD they subscribed to
- That the VD will be recorded and can be shared online (if relevant)
- That the knowledge shared and generated during the VD will be used for purpose X or Y (if relevant)
- Whether they would like to stay informed about other activities organised by the organisation (if relevant)

Additionally, to comply with GDPR for recording the VD, you can mention at the beginning of your VD that the session will be recorded and ask if everyone agrees. Make sure that you record this question and the answers, so you have additional proof of consent recorded.

To avoid “intruders” or unexpected guests during your VD, you can set a password and a waiting room. When participants are first directed to a waiting room, the facilitator has the opportunity to decide on whether to allow the participant in or not.

To prevent unauthorized parties from eavesdropping on a VD or manipulating data shared during the VD without detection, you should use platforms that offer end-to-end encryption and integrity mechanisms. Using a VPN connection makes it even more safe.



4 Promotion

4.1 How to improve the communication before a demo event?

Make sure you are using social media channels that are mostly used by farmers and/or farmer associations in your region and then follow/like the accounts of relevant actors, try to engage with them, etc.

Try to join Facebook or LinkedIn groups used by the farmers in your region (and WhatsApp groups or Viber groups... depending on what's available and used by your audience).

Share content relevant to your audience. Additionally, check out what hashtags (#) other agricultural actors from your area are using on social media (especially on Twitter, LinkedIn and Instagram) and try to use these hashtags in your posts whenever it is relevant for the content you share.

Make sure your organisation's profile contains all information that can help others understand who you are: include the link to your website, include a short description of your organisation, use relevant cover photo that represents your organisation, your topics of interest or your team...

Other ideas or tips could be:

- Make a teaser video with an edgy statement from a farmer, supply chain actor or policy maker.
- Use a testimony to create a promotion video.
- Clearly define what is in it for the participants. Be clear on the topic and make sure it is relevant for your target group. Mention that they will be able to benefit from available information, factsheets and technical articles if relevant.
- Mention that the VD will be short, interactive (with peer-to-peer exchange), if it is free.
- Invite key actors (e.g. "star farmers", policy makers, ...) from the region and use that to promote your event (e.g., add their picture and information to the invitation).
- Provide a weblink for more information in the advert or invite.
- Use a user-friendly platform and assure the participants that it doesn't require a lot of knowledge to participate. Provide assistance before for participants who are not familiar with the platform yet.
- End registration deadlines only short before the demo takes place. So farmers can wait until they have clear insights in their workloads before they subscribe for the event.
- Promote your event in another webinar.
- Organise your event in conjunction with another VD, and share promotion.
- Ask other farmer organisations or your target groups' networks to share your VD announcement. Make use of the organising partners and ask the right partner to promote and attract farmers. For example, some advisors are members of farmer WhatsApp groups. Such personal invites might stimulate farmers to participate.

4.2 How to use social media for promoting your event

If we are trying to organise a large event, to reach more attendees or participants from different areas, we should have more time for promotion. Since we are speaking about online events which don't require any additional effort from participants except to allocate a time slot in their schedules, sharing the first announcement two weeks before the event can give you enough time for the promotion. However, it is never



too early to start creating interest around your event. I would suggest sharing the information on Social Media as soon as you have first confirmed information such as a topic and date (even if you don't know the exact date but you do know in which month your event will happen, you can start speaking about it in public)

Twitter and Facebook allow you to pin one of your posts - we strongly recommend to use this function and to pin the post that announces your event. That way, all important information about your upcoming event (date, time, topic, link to registration, etc) remain on top of your profile page.

The posting frequency depends on the content we are able to create and share to promote our event. It is always quality over quantity, but since most of the social media channels are pretty crowded places, we should repeat our invitation in order to increase our chances to reach the audience. If you have additional relevant content to share - a content that makes people want to attend your event - you can promote your event frequently. You can even use social media to promote your event on a daily basis if you have new information to announce about your event, if you have content that explains why the topic of your event is important, interesting facts that are in line with the topic, etc. Each of these posts should contain a call to action - an invitation for the event you are organising.

On the other hand, you should avoid sharing the same post, with exactly the same information over and over again. For example, if you share only information about the date, time and title of the event, you can share this info 2 weeks before the event and then repeat it after a week, then share it again two days before the event and one more time on the event day.

To maximize the impact of your event-related posts, try using visual elements (photos, videos) that have similar visual style, the same color scheme, logo implemented, etc.

4.3 How to attract farmers for virtual demos, specifically for older farmers who are not used to the technology?

First, make sure to check the best timing and dates for your VD to improve participation.

Make use of engaged intermediaries, such as advisors who have close contact with farmers to promote your VD. In Almeria, they use the sector organizations to communicate with farmers (association of producer organisations, Agri-cooperative associations). They also use the online news, magazines, fact sheets, etc. that farmers automatically receive in their mailbox. Don't forget other traditional means: in Almeria they use the local radio show a lot. They have a dedicated agri news hour which almost all farmers listen to, particularly older ones. They also have used local TV, for IoF2020, SmartAgriHubs and NEFERTITI with success.

If you want women farmer participation, then you need to identify the womens' farmer associations too. In Almeria, Miguel arranged a dedicated demo for just the woman farmer cooperativists group and it was a real success. They asked for more demos.

Further, to also attract older farmers who are often less familiar with the technology, it might be an idea to address their sons, younger employees and/or partners to assist them with the participation in your demo event. (see also FAQ 4.4)

4.4 Engaging non IT literate in virtual demos

In order to include the non-IT literate to your VD, you should make their experience the easiest as possible. Meaning that if they are the organizers, it would be helpful that they get some sort of a training as well as a document describing how to organize the VD with pictures and explanations. If the organizers want to include non-IT literate as attendees, they should also send an explanatory document to the attendees explaining how to attend the VD and basically make everything within one or two clicks to reach.



For example: If the organizers are making a VD on GoToMeeting, they should explain that the attendees don't have to have GoToMeeting installed but that they can attend via an internet browser (also potentially suggesting which browser to use). They should explain that by clicking on the link they will join the meeting, and explain how to set up the settings, microphone, speakers and camera in order to get the most out of the VD. They should also explain if anything specific will be asked of the attendees like choosing an option in a survey, and how they can contribute to the VD through posting comments, thoughts etc.

Further, what has been perceived as a good practice, is to send before materials (e.g., ppt-presentations, videos, ...) and the "rules" of the VD (e.g. mute when not talking, ask questions using the chat function, the set-up of the VD) to the participants.

5 Delivery of the virtual demo

5.1 How to avoid background noise during your virtual demo?

There are some tips to make sure that there are less unwanted noises during your virtual demo:

- Ask everybody to use a headset, as it will help to filter out background noises in the (home)offices of participants.
- Ask all participants to mute their microphone when they are not speaking.
- Some platforms (Zoom, Teams) allow the facilitator to decide who's microphone should be muted or not, and they allow to mute all microphones at once.

5.2 How to get a discussion started?

It can be very awkward when a scheduled discussion during your VD is not getting started. Here is some inspiration on how you could get the discussion started:

- For small demonstrations: have a participant list ready, so you know who's in the room. It can help you to address participants directly.
- Let participants introduce themselves in a way you can find out whether they already have experience with the demo topic. In this way you can maybe address them yourself during the discussion if you think they might have something interesting to say.
- Prepare some questions before to ask to the participants.
- Agree with one of the participants before to start the discussion if nobody else is willing to. This might lower the threshold for other participants.
- If you show a video, make sure that the person (advisor, farmers) who's video is shown, is also present during the virtual demo. In this way, participants can ask him/her questions based on what they have seen in the video.
- Experts could be asked to start the discussion.
- Organise a panel discussion with farmers and advisors
- You could ask participants to write down their questions or answers in the chat, so they feel less stressed about talking in public.
- Ask specific questions to the participants that they are able to answer from their own experiences.



- Use Kahoot/mentimeter/Slido/Mural as tools to collect ideas from the participants for the discussion. Or ask the participants to complete a survey before the VD and use the results to start the discussion.
- Make sure you have a skilled facilitator/moderator
- Integrate 2 short testimonies/demonstrations with different points of view on the topic in the VD, and ask participants to which opinion they incline most to. You could also ask this to the participants by using a poll/vote to see the differences in the group. This can also spice up the discussion.
- Make use of “break-out” rooms (some platforms have the option to do this) to let participants have a discussion in smaller groups. It can help to give them a specific assignment or question to answer or to organize a Q&A with advisors or technicians in these smaller break-out groups.

5.3 How to avoid “Webinar-fatigue”?

Stick to your agenda and the objectives of your VD. People have busy agendas and start getting nervous when you start late or run out of time. Also, try to keep the discussions focused and don't elaborate too much on every topic.

Make sure you avoid lengthy presentations with only 1 person talking. A good VD makes sure that 1 person does not talk longer than 10 minutes and integrates sufficient interaction between participants. If you want to present for a longer time, consider to split up your presentation in different parts and alternate each part of presentation with a discussion or Q&A section.

Further, to guarantee you keep your participants attention, you could ask your participants' expectations before the virtual demo. For example, you could ask them if they have specific questions or expectations when they subscribe for the event.

5.4 How to deal with the feeling of talking to a computer

When everybody is muted and has the camera off during a VD, you might have the feeling of just talking to your computer and you don't know if everybody is able to hear you. Some ideas from the hub coaches to deal with this are:

- To avoid that you start reading your presentation, imagine you are talking to a person to make your presentation a bit more natural
- Instead of giving a presentation, replace the presentation by a (directed) interview or discussion between two people. Of course, this equally requires preparation in advance.
- If you have a small group, ask people to switch on their camera and microphones if the bandwidth allows it.
- Integrate a poll or questions in your presentation so you can ask responses from your audience.
- Use an icebreaker/energizer or other way of activation during your presentation to know people are still alive.

5.5 How to tweet on a demo event?

Live twitting allows you to share top takeaways with people who couldn't attend your event.

Since it is not always possible to organise/host the event and to do the event coverage on social media at the same time, it is recommended to involve a person from your organization who will be in charge of this task.

Feel free to share anything that is relevant, that contains some new information, idea, resource... Share takeaways, conclusions, quotes... Use a hashtags that are relevant for the topic you are covering and mention



(@) people and organisations that are involved.

To make information you share more attractive, use visual elements, such as:

- Short videos (30 seconds) that showcase some part of the processes (if the demo is organized at the farm)
- Photographs from the demonstration or presentation (if demo is organized on farm)
- A segment of the PPT presentation
- A screenshot taken while presenter is speaking (online events)

When you are sharing quotes, you can use any of previously mentioned visuals, but you can also add a text (quotation) on image. This option may take some time for the implementation, so it is suggested to create quotation templates in advance, and you can easily adapt them during the event.

Example:



Other examples:

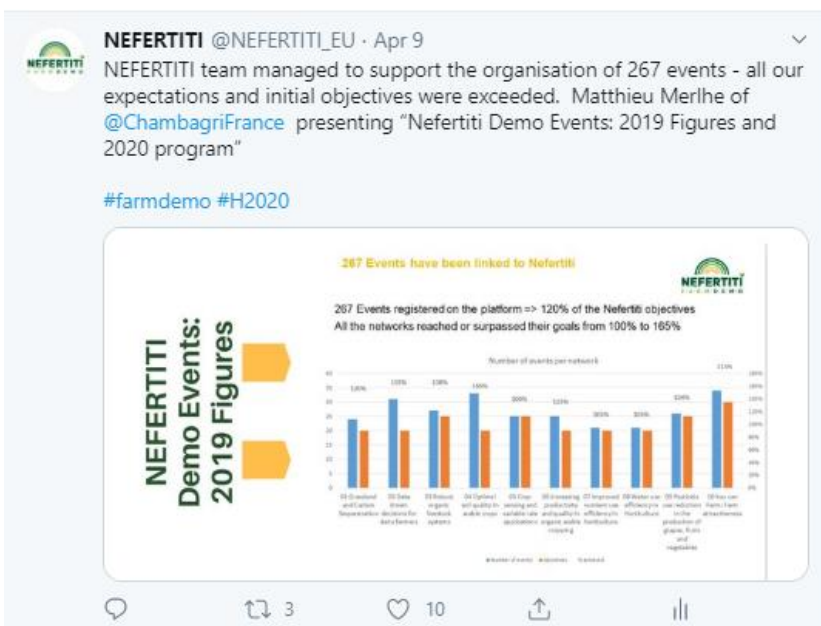
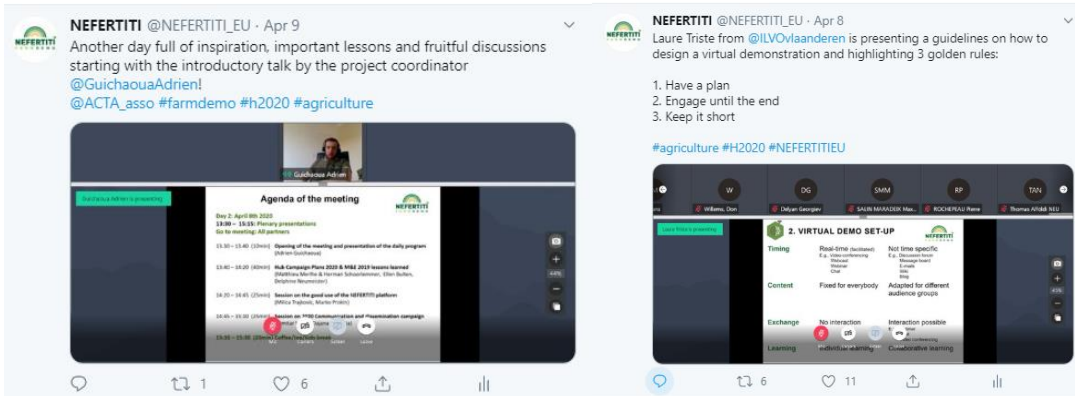




Image: segment taken from the speakers' presentation.



Images: screenshots of the app used for virtual meeting



Image: photo taken at the vineyard

At the end of your event, you can share a post that summarizes the event, or thank the participants for their involvement:



Image: A screenshot from the app



Gif that contains a series of pictures from live event



5.6 How to share videos during a video call in such a way that the quality stays good?

The quality of the video will be influenced by the quality of the network/connection that you are using. Thus, in order for the video to show properly, you should be connected to a strong network (WiFi or cellular) and also your attendees should have a strong connection for this as well. The best way to share a video is to share your screen showing the video. It is better if you play your video outside of the presentation (if you have one) and it is also good that before the VD you upload it to YouTube (be aware of the settings for the video if it is a confidential one) so that way you also have a contingency plan if the sharing doesn't work as your attendees can just visit the YouTube link and watch the video there. Another option is to share the video with the participants before the VD.

To make the video less heavy, you could make the video in less good quality for the purpose of the VD. This will better allow you to present the video during the VD.

5.7 How can I encounter technical problems?

The best way to make sure everything will work perfectly during the VD is to test it out before the VD is supposed to start. It would be good for everyone invited to the VD, and especially the organizer to check everything a day before. This includes the connectivity, camera, microphone, the lighting and most importantly if the link for the VD works properly. In order to check your connectivity, or to have a better one check FAQ 2.1.

Further, ask your participants to check in on the platform 10-15 minutes before the start, so you can test audio and video already with them. Further, you can start the introduction by shortly explaining the features of the platform they might need during the VD, e.g., mute/unmute, chat function, raise hands,

6 Evaluation and follow up

6.1 Dissemination about virtual demo's

After the event, you can share event takeaways that you didn't share during the event. You could provide a little "best practice" handout with the inputs of the discussion during the virtual demo. Additional photos, videos are also very welcomed. Also, after your report is published on NEFERTITI platform, you can also share it on Social Media (see also FAQ 5.5). Additionally, you can share the report with your attendees (via email or any other channel you have previously communicated on). Use the same channels that farmers use to communicate or the channels you used for promoting your event.



If you had a chance to collect a feedback from attendees it would be great to share a part of that material on social media (participants should agree with that in advance).

Another idea is to invite journalists to your event, so they can report afterwards in (agricultural) media on your event.

6.2 How to evaluate a virtual demo?

For evaluating a virtual demo, you can use participant feedback. You can either choose to integrate a feedback session within your virtual demo (e.g. do the pearls, puzzles, proposals exercise) or to send the participants an evaluation form afterwards.

If you want to include the evaluation in your event, you can use Mentimeter, Slido or Kahoot (Kahoot is included to use for free in a Teams license) as tools. Using these tools allows you to share the input from the participants immediately with the whole group of participants.

If you want to send an questionnaire afterwards, you can use Google Forms or other apps like SurveyMonkey, etc. Potential questions to add to your questionnaire are:

- Did the VD meet your expectations? Why/why not?
- How did you appreciate the various sections (e.g. demonstrations of the X, discussion, Testimony of Y) of the VD ? (Use tick boxes)
- What was the most interesting to your during the VD?
- What did you miss during the VD?
- Which information from the VD will you apply yourself on your farm?
- What are barriers to apply what you learned during the VD?
- How did you like the platform and tools used during the VD?
- Do you have any suggestions for topics and/or formats of future VD?



To probe if your VD generated a shift in opinions amongst the participants you could organize a small survey before and after the VD or at the beginning and end of the VD that probes for this.

Further, if you develop a website that participants have to visit (e.g., <https://www.onlineagshow.co.uk/home>), make sure that people have to register, because this allows you to keep track of the statistics (e.g., number of visitors for each webpage)

NEFERTITI

F | A | R | M | D | E | M | U



THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME UNDER GRANT AGREEMENT N. 772705

