



Preparing for Your Field Day

Thank you for agreeing to host a Practical Farmers of Iowa field day!

Please use this form to guide you as you prepare for your field day. For more information, please refer to your "Presentation Tips" handout.

PURPOSE:

1). What is the purpose of your field day? (e.g. -- what topics or issues will you address? Why are you holding this event?)

AUDIENCE:

1). Who is your audience for this event? (Who do you think might attend?)

2). What might they already know about the topic(s) you'll be addressing?

MESSAGE:

Introduction

- 1). Where will you start the field day? (Include location and time)

- 2). How will you get underway by hooking the audience, applying authority and verifying the rationale and purpose of your field day? (Think here about your opening: What will you say or do? How can you draw the audience in -- while being your authentic self?)

During Your Field Day

- 1). What are your two to five simple and discrete main points? These could be locations during the field day, as well as other invited speakers. Please include location, time and speaker(s) for each point. (Think of logical order for main points, as well as transitions between points)

Conclusion

- 1). How do you plan to conclude and RAP (Restate your points, Acknowledge purpose, POW) things up?

YOU:

- 1). How are you feeling about hosting and presenting?

- 2). What are you doing to prepare yourself so you can feel present and confident?