



Field Day Coaching & Checklist

Help Your Field Day Host Deliver a Successful Event!

Two to Three Weeks Prior to the Event:

- **Call field day host.** Let them know you are sending tools to help them prepare for a successful field day. Ask what questions and concerns they have, and let them know you are there to help. You will send them:
 - 1). The document "*PRESENTATION TIPS TO HELP YOU HAVE A SUCCESSFUL FIELD DAY: IT'S ALL ABOUT THE AUDIENCE, THE MESSAGE AND YOU*" (presentation tips)
 - 2). The link to "*PREPARING FOR YOUR FIELD DAY*" **ONLINE FORM**. The questions asked of the host in this online form will help the host begin to assemble an outline for the field day. (If you know the host does not have access to a computer, you may want to contact them a couple of days earlier to allow time to mail paper copies).
 - 3). **OPTIONAL:** If they are eager to learn, you can send the longer coaching booklet at their request. Only do this if they are the right fit – this 22-page version could be overwhelming.
- **Ask the host to read over the presentation tips before filling in the online form.** They should have the presentation tips document on hand to refer to when completing the online form. The online form will be due one week prior to the event. Let the host know that, once they have completed and submitted this form, they should make any additional edits through the link they receive in their submission confirmation.
- **Schedule a time to follow up** via phone to review their online form submission.
- **If other speakers are on the agenda,** decide if you or the host will confirm their presence and speaking assignments with them.
- Remind the host they **must** have water and a restroom available.

One Week Prior to the Event:

- **Review completed online form over the phone** with field day host. Do you have questions or suggestions for improvement? (See "coaching tips" and "giving constructive feedback" on the back of this sheet.)
- **After the phone call, type up an internal agenda** (not for the public, but for PFI staff and all speakers) to help keep the field day on track. The internal agenda will be short and include times, locations, speakers and topics (based on the finished online form). Email to host for clarification, and then print versions to bring to hand out to all speakers.
- **Check to see if the field day host is providing handouts.** If so, ask if they want you to provide feedback on the handout, and if they want you to print copies to bring to the field day. If they want PFI to print handouts, decide on a deadline that works for both of you.
- **Ask if there is additional support they need** from Practical Farmers in order to have a successful event.
- **Confirm food details,** if applicable.
- **Discuss weather policy and weather forecast** – including shaded area for hot days, shelters in case of rain, etc. Remind them field days are held rain or shine.

Day of the Event – COACHING Checklist:

- **Ensure you are at least 1 hour early and equipped to help** host to be successful – field day supplies from office, microphone, introduction, logistics, etc.
- **Review internal agenda with host** and additional speakers, if applicable.
- **Review** any last-minute reminders or changes.
- **Pep talk!** Remind the host they are the expert, to be themselves and that people are coming voluntarily and are eager to hear from the farmer. (See more in "coaching tips" on the back side of this document.)

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Day of the Event – LOGISTICS Checklist:

- Place directional signs along the route listed in the field day guide
- Assign additional PFI staff specific tasks (e.g. sign-ins and evals, intro, note-taking for blog, etc.)
- Put up display table in a high-traffic area
- Take portrait-style photo of field day host (depending on schedule, this may be done after the event is over)
- Get as many people as possible signed in before the event starts
- Use the field day introduction outline to introduce the event
- Keep things organized and on time
- Get a head count. Include hosts, staff, children as well as people who leave early or come late
- If there is time, conduct a member spotlight interview and take a photo of interviewee
- 10 minutes before the event ends, hand out and collect evaluation cards

Post-Event:

- Talk with the host at the end of the event to get immediate feedback
- If you didn't take the host portrait photo already, be sure to do so before you leave
- Pack up all materials and supplies
- Pick up directional signs on the way back
- Let Erica know if there are any problems with equipment that need immediate attention
- List the head count in the Google Drive document titled "2017 PFI events"
- Download and label all photos
- Let Sally know of any significant member feedback (especially complaints)
- Send thank-you notes to the field day host and presenters
- Request receipts from the host, and then send reimbursement to Suzi
- Let Debra know about any food purchased from PFI members
- Write blog summary of the field day (whichever staff person agreed to this)

Coaching Tips

- Affirm host's expertise (confidence boost)
- Listen to host's concerns; offer to be a second set of eyes for affirmation
- Help host be himself or herself, start from where he or she is. The host is an example, not a model.
- Ask open-ended questions about the speaker's purpose, audience and strategies
- Help host find his or her story and remind him or her to be intentional about everything he or she will say and present.
- Build presentation around a key message
- Help host to focus on two to three main points
- Don't overwhelm with "our way"; allow host to take leadership
- Ensure host we are there to help him or her succeed!

Giving Constructive Feedback

- Start with and maintain the philosophy: "I want you to succeed"
- Listen and watch
- Remind host of his or her own their message – to think about what the audience wants from the host, speaker
- Use "I" messaging ("I noticed when you said..." vs. "You did...")
- Avoid apologizing before giving a constructive, critical remark
- Make your message specific and behavioral
- Describe the problematic behavior clearly and concretely
- PQP – Praise, questions, polish

Mas Masumoto: "All of our stories have a type of authenticity and transparency that defines us. We work in real places and deal with real things. That's our strength, that's our story to tell."