

## EXAMPLE SCHEDULE AND SESSION PLAN FOR AGRIBUSINESS COMPANY (LF) TRAINING/ PROMOTION EVENT

### **Context**

According to the addendum following the MOU between AFE and an agribusiness Lead Firm (LF) which sells agricultural inputs to producers, the agribusiness LF launched a “roadshow” to provide training, promotion and extension to Producers and Intermediaries (dealers, retailers, etc.).

Here are the timetable and sessions plans that AFE helped them to develop to organize and conduct the training/promotion workshops. This was done in a participatory fashion with AFE staff providing the formats and acting as “facilitators” and the company staff providing all the content.

### **Timetable/Program schedule**

		<b>Activities</b>	<b>Speakers/Responsible</b>
09h00 - 09h30		Arrival of participants	
<b>Part 1 : Opening and Introduction</b>			
09h 30 - 10h 00		<b>Opening and Introduction</b>	Staff
			Participants
<b>Part 2 : Communications</b>			
10h 00 - 11h 30		Presentation of the products	Company Representatives
11h 30 - 12h 30		Debate	Participants
12h 30 - 13h 00		Demonstration and samples	Company Representatives
<b>13h 00 - 14h 30</b>		<b>Lunch Break</b>	
<b>Partie 3 : Communications (2<sup>nd</sup> part)</b>			
14h 30 - 15h 00		Review of technical information sheet and brochures	Company Representatives
15h 00 - 15h 30		Prospects of orders for next campaign	Company Representatives
15h 30 - 16h 00		Selection of producers for demonstration plots	Company Representatives
<b>Part 4 : B to B with potential Retailers</b>			
16h 00 - 17h 00		Business to Business (B to B) discussions with potential retailers	Company Representatives
<b>17h 00</b>		<b>End</b>	

### **Sessions Plans**

#### **Session 1: Opening and Introduction**

**Total Time:** 30mn

<b>Time</b>	<b>Activities</b>	<b>Materials</b>
20mn	<b>Step 1 : Opening and introduction</b> <ul style="list-style-type: none"> <li>- The director gives a little speech to welcome participants. He sets the context by reminding them of the relationships between the company and producers of this area</li> </ul>	

	<ul style="list-style-type: none"> <li>- Representatives of participants (farmers/retailers, etc.) may also give a brief speech</li> <li>- Participants are invited to introduce themselves (they can also tell us about their expectations at the end of the workshop)</li> </ul>	
10mn	<p><b>Step 2 : Overview of the schedule</b></p> <ul style="list-style-type: none"> <li>- The company representative establishes ground rules with participants (Mutual respect of each other ideas and point of view, punctuality, cells off or on silent mode, etc.)</li> <li>- He/she exposes timing to participants</li> </ul>	<ul style="list-style-type: none"> <li>- Flipchart</li> <li>- markers</li> </ul>

## **Session 2: Communications**

By the end of the session, participants will be able to:

- List and describe advantages of a new generation fertilizers commercialized by the agribusiness
- Recognize a new generation of fertilizers commercialized by the agribusiness
- Describe the doses and method of application of the new generation fertilizers marketed by the agribusiness

**Total Time: 3 Hours**

Time	Activities	Materials
1H30	<p><b>Step 1 : Presentation of products</b></p> <ul style="list-style-type: none"> <li>- Company rep give a presentation using a power point of the technical aspects of the new products</li> <li>- Discusses why the new products are appropriate for local crop varieties in the area and take into account the concerns voiced by producers.</li> <li>- Comparative exercise: list and describe elements of comparison between existing/conventional fertilizers and new generation ones.</li> </ul>	<ul style="list-style-type: none"> <li>- Projector</li> <li>- flipchart</li> <li>- markers</li> </ul>
1H	<p><b>Step 2 : Debates</b></p> <ul style="list-style-type: none"> <li>- Participants are given opportunity to voice their opinions and ask questions.</li> </ul>	<ul style="list-style-type: none"> <li>- flipchart</li> <li>- markers</li> </ul>
30mn	<p><b>Step 3 : Demonstrations and samples</b></p> <ul style="list-style-type: none"> <li>- A video illustrating the application of the new products is shown along with a guided discussion by the company staff (technicians and experts of the agribusiness)</li> <li>- Technicians of the firm present application methods as well as their experience in the field to illustrate the benefits of the new generation fertilizers.</li> </ul>	<ul style="list-style-type: none"> <li>- Projector</li> </ul>

	<ul style="list-style-type: none"> <li>- Company technicians discuss fertilizer application strategies and timelines with the participants</li> <li>- Samples are distributed to participants (producers and intermediaries)</li> </ul>	
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### **Session 3: Communications (2<sup>nd</sup> part)**

By the end of the session participants will be able to:

- Describe the contents of technical sheets and brochures provided by the company that describe the new generation fertilizers
- Get information about the availability of the products and how to order for the next agricultural season
- Order products

**Total time: 1H55mn**

Time	Activities	Materials
30 minutes	<p><b>Step 1 : Technical sheets and brochures</b></p> <ul style="list-style-type: none"> <li>- The company reps present the content of the technical sheets and brochures and distribute them to participants</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- Technical sheets and brochures</li> </ul>
30 minutes	<p><b>Step 2 : Prospects of orders for the next campaign</b></p> <ul style="list-style-type: none"> <li>- Information on the availability of the products in their localities and the terms of orders are provided</li> <li>- Company reps discuss incentives that they can provide to intermediaries (retailers, farmer groups, etc.)</li> <li>- Company reps discuss discounts or payment arrangements that can be made to participants to encourage orders (including bulk purchases)</li> <li>-</li> </ul>	
30 minutes	<p><b>Step 3 : Identification of producers for demonstration plots</b></p> <ul style="list-style-type: none"> <li>- The company rep explains the agribusiness's intention to implement demonstrations plots in this area. He/she also gives explains that they are looking for candidates to manage these plots and explains the modalities (selection criteria, responsibilities, compensation, etc.)</li> <li>- Interested producers are invited to contact the company reps</li> <li>- The names of interested producers are collected (more in-depth discussions with individual candidates are held at a later time).</li> </ul>	

20 minutes	<b>Step 4 : Evaluation</b> <ul style="list-style-type: none"> <li>- Company reps distribute the evaluation form to participants and explain how to fill it in.</li> <li>- If needed Participants are assisted by company reps individually and in small groups to complete the evaluation forms</li> <li>- </li> </ul>	
5 minutes	<b>Step 5 : Closing Session Workshop</b> <ul style="list-style-type: none"> <li>- Words of thanks</li> <li>- Invite potential retailers to wait for the following business to business (B to B) session</li> </ul>	

#### **Session 4: Business to Business (B to B) session with potential Retailers**

By the end of the session, participants will be able to:

- Describe opportunities of collaboration with the agribusiness
- Describe the terms of collaboration between intermediary agro-dealers and the agribusiness
- Place Orders
- Begin to formalize their role as an intermediary (retailer) for the agribusiness

**Total time: 45mn**

Time	Activities	Material
45mn	The staff divides the potential retailers (either individually or into small groups) and discusses the following: <ul style="list-style-type: none"> <li>- Explanations on the commitment of the company to expand its sales distribution network and to establish commercial relations with resellers</li> <li>- Advantages of collaboration (commercial arrangement) with the company</li> <li>- Terms of collaboration</li> <li>- Concrete measures for fulfilling the first orders</li> </ul>	<ul style="list-style-type: none"> <li>- Scorecard of potential retailer</li> </ul>

#### **Appendix: Tips to build session plans and program schedules**

##### **Preliminary**

These followings tips suppose that you've already defined your goal and learning objectives.

**Step 1:** List specific tasks that must be done to achieve your objectives including how you plan to launch your activity

Example:

- ✓ Evaluation of the workshop
- ✓ Presentation of company products
- ✓ Receive participants
- ✓ Field Demonstrations

- ✓ Introductory speech by company representative
- ✓ Questions-Answers
- ✓ Lunch

When you're listing tasks you don't have to focus on chronology and time or other considerations.

### **Step 2:** Now Re-order your list

- In chronological order:

Example:

- ✓ Receive participants
- ✓ Introductory speech by company representative
- ✓ Presentation of company products
- ✓ Questions Answers
- ✓ Lunch break
- ✓ Field Demonstration
- ✓ Evaluation of the workshop

- Classify by categories

Example:

- ✓ Opening = Receive participants + introductory speech by company rep
- ✓ Presentation = Presentation of products + Questions-Answers
- ✓ Field Demonstration
- ✓ Cloture: Evaluation of the workshop + words of thanks

This classification can be your basis to build your schedule for the workshop.

### **Step 5:** Create program schedule

#### ❖ Program schedule Outline

Example

Time	Activities	Speaker
8h30 – 09H00	Opening	Staff
09h-13H	Presentation	Staff-Participants
13H-14H30	Lunch Break	
14H30- 17H	Field Demonstration	Company Technicians

**Now each category becomes a session and you can build your session plan.**

#### ❖ Session Plan Outline

##### **Session X:**

By the end of the session, participants will be able to:

*List learning goals here*

*Total Time:*

- ❖ Example of planning session

## **Session 2: Presentation**

By the end of the session, participants will be able to:

- List and describe products marketed by the company
- List advantages of products marketed by the company

*NB: Always use action verbs when you write the learning objectives*

Total Time: 4 Hours

Time	Activities	Materials
3Hours	Step 1 : Company rep presents the line of products marketed by the company with a PowerPoint Step 2: Comparative exercise of existing/conventional products compared to new products (including advantages of those marketed by the company) Step 3: Ensure that relevant information is included in the presentation (quality, price, etc.)	<ul style="list-style-type: none"> <li>- Projector</li> <li>- Flipchart</li> <li>- Markers</li> </ul>
1Hour	Step 4 : Participants are asked to give their impressions/opinion and to ask questions	