



Demonstration events for knowledge exchange

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On-farm demonstration and knowledge exchange can create an opportunity for researchers and farmers to share the results of their trials and increase the uptake of research outcomes.

Through our experience in DIVERSify and other projects, we have found that certain factors increase the success of such events, and wider dissemination of innovative farming practices:

- Define the target audience for what you are aiming to share, matching this to their key interests and experiences.
- When organising an event collaborate with a range of organisations such as research institutes, advisors, agri-tech companies, NGOs and farmer groups. This will help to maximise reach.
- Define three take home messages. Tailor communications around these.
- Communicate how research can be applied in commercial scenarios and share empirical knowledge as well as experiences.
- Use a variety of communications tool. [DIVERSify's Speak Out Toolkit](#) has plenty of tips when it comes to this.
- Where possible include practical activities, for example undertaking soil assessments or biodiversity measurements.

Building networks at different scales and ensuring the effective transmission of knowledge within and between these networks, is a crucial part of applying knowledge intensive practices such as intercropping.