**Facilitator Agenda Template**

**Event Location & Contact information:**

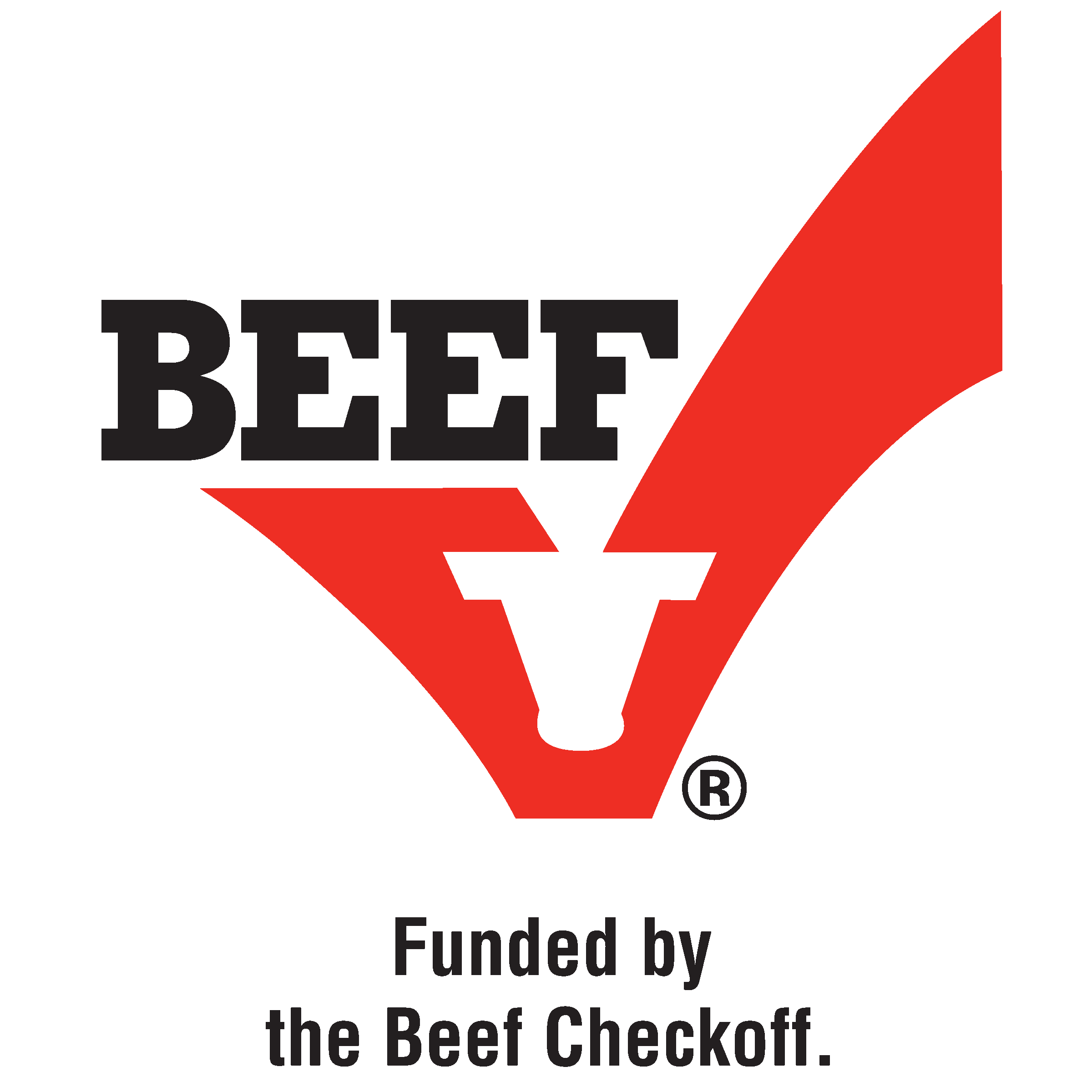
**Immersion Event Hashtag**:

**Event Internet Access Code:**

|  |  |  |  |
| --- | --- | --- | --- |
| Time | Activity | Location | Other |
| Day 1 | | | |
| 6:00pm-7:30pm | **Materials:** Name cards, agendas, gifts/resources  **Preparation:** Place name cards at entry table. Place gifts/resources to side.  **Procedure:**   * Welcome to the Immersive Experience   + Share purpose   + Thank participants for attending * Why you?   + Example: *We each come with a different “food lens”, as author Michele Payn-Knoper puts it, and we’d love to use that concept to begin our introductions tonight. Our lens is how we see the world – and the key factors that impact that. As we go around the room, introduce yourself, your role, where you are from, and a brief description of what has shaped your “food lens”.*   + Have staff start. * Why now?   + Share common goals   + Share pertinent industry information and need * Call to action   + Example: *If we do not engage in meaningful conversation about our food today, what will the disconnect look like in the future? With great talent comes great responsibility -opportunity to use the talents you have been given to grow a generation of food literate consumers.* * Preview Gifts/Resources * Logistics for Day 2 |  | Meal Count: |

|  |  |  |  |
| --- | --- | --- | --- |
| Day 2 | | | |
| 7:30am-8:30am | Breakfast | Breakfast location: | Breakfast contact information: |
| 8:30am-12:00pm | **Farm Tour:**  **Materials:** Snacks/Water | Tour Location: | Tour Contact: |
| 12:00pm-1:30pm | Lunch | Lunch location: | Lunch contact information: |
| 1:30pm-5:30pm | **Farm Tour:**  **Materials:** Snacks/Water | Tour Location: | Tour Contact: |
| 6:00pm-8:00pm | Dinner  Logistics for Day 3: | Dinner location: | Dinner contact information: |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Day 3 | | | | |
| 8:00am-9:00am | Breakfast | Breakfast location: | Breakfast contact information: | |
| 9:00am-9:30am | **Morning Kickoff and Reflection**  **Materials:** Flip chart paper, markers  **Preparation:** Organize any material for day.  Procedure:   * Debrief tours * Preview schedule and answer questions | Meeting Room Location: | Catering services requested:  Catering Contact: | |
| 9:30am-10:30am | **Discovery Session: Addressing Misconceptions**  **Materials:**  **Preparation:** Identify misconceptions you wish to address prior to the event. Prepare materials.  **Procedure:**   * *Varies by event/organization* | Meeting Room Location: |  | |
| 10:30am-10:45am | Refreshment Break | Location: |  | |
| 10:45am-11:45am | **Discovery Session: Identifying Relevant Resources**  **Materials:**  **Preparation:** Prepare materials.  **Procedure:**   * *Varies by event/organization* | Meeting Room Location: |  | |
| 11:45am-12:15pm | Transition to Lunch  **Materials:** Lunch Gift Cards, “Thoughts and Starters” conversation cards (See Template #10) | Location: | Transportation: | |
| 12:15pm-2:15pm | Lunch with a Farmer | Location: | | Lunch contact information: |
| 2:15pm-3:00pm | **Farmer & Rancher Panel Session**  **Materials:** Panelist questions (including questions submitted from pre-survey)  **Preparation:** Prepare seating and room arrangement for panelists.  **Procedure:**   * Panelist introductions * Prepared questions * Q&A from participants | Location: |  | |
| 3:00pm-3:15pm | Refreshment Break |  |  | |
| 3:15pm-4:45pm | **Event Conclusion**  **Materials:** Contact information, stipends  **Preparation:** Prepare contact information for relevant industry resources, as well as local contacts in participants’ home areas. Prepare stipends if applicable.  **Procedure:**   * Reflection on panel and discovery sessions * Contacts * Logistics | Location: |  | |
| 5:00pm – 7:30pm | Dinner and Celebration | Dinner location: | Dinner contact information: | |

*This resource was developed by the American Farm Bureau Foundation for Agriculture, a contractor to the Beef Checkoff. The resource was funded by the Beef Checkoff.*