

A Quick Guide for Success at Fall Field Days

Now's the time to start planning your fall field days and grower meetings. These events are critical for showcasing the performance of your current seed varieties, taking seed orders for the coming year, and strengthening long-term relationships with your customers. Here's a guide on how to maximize the impact of these events from start to finish.

✓ Pre-planning

Achieving high attendance at field days and grower meetings starts with strategic planning.

- **Target audience** – Before sending that first invitation, determine your target audience. Of course, it's the farmer, but is it just the farmer or the farm family for a field day?
- **Exclusive information** – Plan a program for the target audience that provides information they can't get anywhere else.
- **Event logistics** – Decide early in your planning if you'll write seed orders during these events, as this will guide many of your logistical decisions.
- **Website** – Create a page on your website with details about the event, including what growers can expect to learn and the demonstrations planned.
- **Good food** – Farm families know good food. Make sure your catered meal is part of the meeting appeal.
- **Say thanks with ag swag** – Whether it's an insulated food bag for harvest meals or a tool farmers need, it never hurts to have a good giveaway for your customers. And, of course, don't forget their new hat for the year!

✓ Maximizing RSVPs and attendance

- Send your invites six to eight weeks in advance and establish the same dates over the following years so your customers can plan for your event.
- Personalized emails can make a significant difference: Segment your list and tailor messages to resonate with different groups (e.g., long-time clients, new leads, dealers, agronomists.) Ensure the invitation gives program details so farmers can see it's worth their time.
- If you want RSVPs, use an online RSVP system, like Eventbrite or Cvent for example, to make the process seamless.
- Promoting the event through social media can also widen your reach – feature customers, agronomists, and demo plots to entice your invitees.
- Provide your dealers and staff with printed brochures detailing the field day program or a quick list of highlighted products to give to customers that they can reference throughout their decision-making process.

✓ Showcase & educate

Fall field days are the best opportunity to showcase the performance of your current seed varieties under different agronomic practices. From plot demonstrations to practical workshops, farmers can learn new agronomic practices, technology advancements and marketing expertise and add value to their visit.

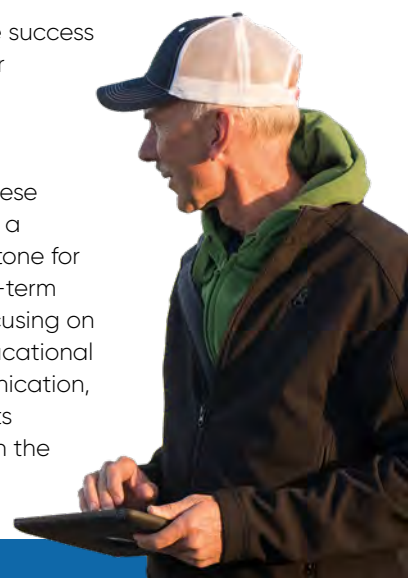
✓ All-hands-on-deck – write orders!

Some of the most successful fall field days are designed around writing seed orders for the next crop year, with the most significant early-order price discounts offered. This incentive helps attendance, locks in your seed sales for the coming year and establishes your field day as a "must-attend" event each year.

✓ Don't forget the follow-up

Your fall field days or grower meetings are just the beginning of nurturing the relationships you've established. Follow up with attendees through personalized thank you notes, including highlights of the event, links to product sell sheets you think would work for their operation. You might even share relevant podcasts that they can listen to while in the combine. Don't forget to get their feedback, too. A survey or phone call shows you value their opinion and lets customers provide you with insights for future events.

You can achieve considerable success from fall field days and grower meetings by meticulously planning, actively engaging participants and continuing the momentum post-event. These gatherings are more than just a showcase – they're a cornerstone for community building and long-term loyalty among growers. By focusing on personalized interactions, educational content and ongoing communication, your company can enhance its reputation and relationships in the farming community.



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