

Round-Table/Forum Quick Guide

1. **Context in which used:** Create greater awareness among specific or broad stakeholder groups about issues, specific information, the performance of role models, etc. in order to generate interest and discussions, influence perceptions and actions and foster the spread of key messages, etc.

2. **Behavior change**
 - a. Skills building
 - b. Conviction ◆
 - c. Role modeling ◆◆
 - d. Reinforcing mechanisms ◆◆◆

3. **Objectives:**
 - a. Targeted individuals and/or groups become aware of specific findings, ideas, issues and/or opportunities; adapt operations taking into consideration the new information; and communicate the new information to others
 - b. Information networks emerge or are strengthened

4. **Preparation**
 - a. Determine objectives based on need, likely participants, likelihood of influencing perceptions, actions and the spread of information
 - b. Determine method of presenting information and develop presentation and/or supporting material handouts (*see Ownership & Sustainability issues)
 - c. Venue: controlled environment, participants are able to discuss and network with others (e.g., over drinks, in a relaxed atmosphere that could be separate from presentation venue)
 - d. Maximum: 20 – 100 (larger groups require higher degree of organization with small group work and reporting back mechanisms), minimum: 10 – 20
 - e. Prepare and deliver invitations that pitch the value of attending, possibly tailored to individuals or groups (**see Ownership & Sustainability issues) and system of reminders (e.g., SMS, visits and phone calls to key participants, etc.) to increase turnout percentage.

5. **Delivery**
 - a. Welcome and introductions
 - b. Clarify objectives and program
 - c. Presentations and Q&A (each presentation should have own Q&A)
 - d. Concluding summarizing remarks
 - e. Networking opportunity
 - f. Facilitator's role:
 - Play host in the absence of another stakeholder
 - Manage time and program
 - Make presentation and lead Q&A
 - Summarizes key ideas or conclusions from presentations and discussions
 - Network with key stakeholders
 - Facilitate networking between participants who should meet

6. **Follow-up**
 - a. Conduct After Action Review (with hosting stakeholder if applicable)
 - b. Contact key stakeholders to ascertain spread of information and impact
 - c. Identify opportunities for possible workshop or other facilitation activities

7. Ownership & Sustainability issues

- a. *Assist others develop presentation means and supporting materials to share at round-table/forum
- b. **To enhance ownership of an emergent or existing information network, a key stakeholder acts as workshop host and manages venue, logistics and/or invitations and reminders
- c. As the round-table/forum does not likely represent a tangible offer of support to individuals or groups, ownership considerations are minimal but expectations still need to be managed

8. Possibly combined with...

- a. Workshop: especially if collective wisdom is strong in certain areas and should not be ignored
- b. Exchange visits: especially if seeing concrete examples will increase awareness raising and other objectives



Feed the Future Agricultural Inputs Activity