

Ag Meeting Planners Pre-Program Logistics Checklist (to make your life easy & help Michele be as effective as possible!)

- Keynotes:** Chevron room set-up allows for more audience interaction. It's ideal if the seats span the widest part of the room and cover less space between the podium and the back of the room.
- Workshops:** Round tables with room to move around are strongly preferred for small group work. The only exception is social media training, where classroom set-up with adequate power source and wireless access is necessary – along with an Ethernet connection.
- Customized program:** Complete needs assessment (found at <http://causematters.com/meetingplannerinfo>) and return to Michele with your agenda, low-resolution logo and Twitter hashtag at least one month before your event.
- Social Mentions:** Michele makes an effort to mention her clients on social channels in advance of events, so please let her know if there's a specific Facebook page, Twitter handle, Instagram account, Pinterest board or LinkedIn group that you'd like used. Hers is @mpaynspeaker.
- Audio:** Michele prefers a cordless lavalier & a handheld microphone unless it is a group of less than 25. Please contact her if you don't have access to cordless.
- Visual:** An LCD projector on a small table near front of room with a screen that can be easily viewed by all seats in the room. When in doubt, use two.
- Handouts:** Once finalized, depending on your needs, a master will be provided for you to duplicate and have on-site.
- Lodging:** At least one overnight stay is required most of the time to ensure Michele is fresh for your program. Please arrange a NON-SMOKING room and send the confirmation number to Michele's office.
- On Site Preparation:** Give the hotel Michele's room set-up requirements to make your job easier – and please double check with them.
- Sound check:** Please let the A/V crews know that we'd like this done at least one hour before Michele's program (or at a break that's convenient to your conference agenda). Sound checks go best without an audience in the room.
- Audience comfort:** Uncomfortable people learn less. Checking climate, light and sound control in advance will help you make the most of your meeting!
- Media interviews:** Michele is happy to talk with the media attending your event, but prefers to give interviews following her programs so that she can focus on your audience beforehand. It's also helpful if you let her know about pre-arranged interviews.
- Introduction:** Available for download at <http://causematters.com/meetingplannerinfo>
- Be ready to have fun with Michele's program!

Short Bio for program, as needed (see complete biography at <http://www.causematters.com/about/biography/>)

Michele Payn, CSP, connects the people and science of food and farming as principal of Cause Matters Corp. She is known for being a community catalyst, a passionate advocate for the global agrifood system - and antagonizing people into action. Michele has worked with farmers in more than 25 countries, raised over \$5 million in sponsorships for the National FFA Foundation and founded the weekly online Twitter conversations, AgChat and Food Chat. Michele's degrees are in Agricultural Communications and Animal Science from Michigan State University. She is an international award winning author and has earned the Certified Speaking Professional designation, awarded to less than 10% of professional speakers globally. She resides with her 'city slicker' husband and daughter on a small farm in central Indiana, where they enjoy Registered Holsteins, fitness, and making memories around the table. Michele connects conversations between the food and farm communities at <http://causematters.com> and socially through @mpaynspeaker. She is the author of two books, *No More Food Fights!* and *Food Truths from Farm to Table*, a #1 best seller.

Downloadable high-resolution photos of Michele and her books are available at bottom of <http://causematters.com/meetingplannerinfo>.

Program Descriptions with A/V & Room Set-Up Requirements							
<i>Program Titles & Descriptions</i>	<i>Room Set-up Preference</i>	<i>LCD</i>	<i>Wireless Lavalier & Wireless Handheld</i>	<i>High Speed Internet</i>	<i>House Sound Connection</i>	<i>Flip Chart</i>	<i>Table Markers</i>
<p>Authentically Agriculture (keynote) Go beyond the choir! Get motivated to have a meaningful conversation about agriculture. Michele will help you understand how to do this painlessly, even if you're wearing work boots and the other has fuchsia fingernails. You'll walk away ready to make an impact and provoke more interest in what happens on today's farms through common values.</p>	Chevron	X	X		X		
<p>Authentically Agriculture (workshop) Before we can relate to others, we have to be able to clearly communicate what's important to us as a human. Michele will help you learn how to have a meaningful conversation about agriculture that makes an impact, by starting with your own values and finding commonalities with 98.5% of the people who aren't on a farm.</p>	Rounds	X	X		X	X	X
<p>Celebrating Agriculture (keynote) Michele will help you stand up and celebrate the people, promise and passion in our business. Laugh and cry while celebrating work from the farm gate to the consumer plate. Find inspiration for agriculture from one of our own. You'll find new "fighting moves" that will get you thinking about our opportunity for the conversation around the plate in this keynote.</p>	Chevron	X	X		X		
<p>Championing Agriculture (workshop) Feel like people are clueless about where their food comes from? Frustrated by the way agriculture is portrayed in the media? Wondering why legislators don't seem to value farms and ag? Michele will help you leverage the trust invested in farmers by building human connections. You'll walk out with 6.5 easy-to-remember and practical tools to put to work.</p>	Rounds	X	X		X	X	X
<p>Farming Your Social Community (workshop) Come find a billion reasons why our social world matters to agriculture. Michele will highlight how social networks have impacted popular opinion about food and those involved between farm gate, food plate and fork. You'll gain a toolbox of resources related to tools like Instagram, Facebook, Twitter & Pinterest. And be challenged why your voice isn't in the conversation.</p>	Classroom	X	X	X	X	X	

Program Descriptions with A/V & Room Set-Up Requirements

<i>Program Titles & Descriptions</i>	<i>Room Set-up</i>	<i>LCD</i>	<i>Wireless Lavalier & Wireless Handheld</i>	<i>High Speed Internet</i>	<i>House Sound Connection</i>	<i>Flip Chart</i>	<i>Table Markers</i>
<p>No More Food Fights! (workshop) Can you meet in the center of the plate or only defend your position? Michele gives you the steps and techniques to grow a productive conversation rather than data dump, “educate” or otherwise insult people around the plate. This fast-paced workshop will push your buttons – and teach you how to connect with others through shared hot buttons.</p>	Rounds	X	X			X	X
<p>Translating Farm to Food (keynote or workshop) Based on the #1 Amazon best seller <i>Food Truths from Farm to Table</i> book, this high-energy program will help you translate science through story. Michele will discuss food raised the right way by the right people for the right reasons - and what issues such as antibiotics, chemicals, GMOs, and animal welfare look like from the consumer viewpoint. You’ll walk away better equipped to connect agriculture with the people buying your product and influencing the future of your business.</p>	Rounds	X	X		X	X	X