

## **GUIDANCE NOTE: Preparation for the stakeholder market place**

Prior to the stakeholder engagement market place, each research project and NLA will be asked to 'pitch' their work to the other participants...in just two minutes! We will be working with you tomorrow morning to develop these but in the meantime, please take a look at this short briefing. It provides some useful guidance and tips which may help you prepare.

### **The audience you are pitching to**

In the pitch session there are a wide variety of national and international audience members. **From Ethiopia** we have a variety of ministries and the Agricultural Transformation Agency – the SAI agenda, gendered approaches to agricultural development and ICT for extension are within the plan to 2020 – but could you shape ideas for the new plan to 2025?

**Also attending** are the World Bank, FAO, UNDP, GIZ and Bill & Melinda Gates Foundation – some are national representatives others will have a regional remit.

You may decide to pitch what you say at specific audience members – you don't need to try to be all things to all people... But there is a trade off here!

### **What's the story?**

We want to find ways of telling your stories to key audiences in a way that achieves buy-in and at least the potential of extending the reach of your lessons and tools to new audiences and contexts.

Some projects have tools and lessons are specific to SAI. Some will have used SAI to explore ideas that have even greater potential to support modernisation/increased effectiveness of the extension service, or, the functioning of agricultural value chains, or addressing gender issues.

Some stories and benefits may be best presented a programme level, others will be specific to a single project or a cluster of projects.

We know that many institutions and policy makers really like homegrown solutions. But sometimes an outside perspective is needed to leap-frog the challenges in their way. Internally benchmarking ideas leads to steady improvement – and ideas from outside can be the grit in the oyster that creates a pearl.

### **How do we make our messages stick?**

There are a variety of ways that you can make your messages stick! You can:

- Clearly target your messages to the target audience:
  - Can you find out how your lessons and tools can be applied to make current policies work better?
  - Do you have the opportunity to submit ideas to a formal policy consultation? Or, can you see an upcoming opportunity where a time-based plan is coming to an end
- Know the difference between what you want to say and what your audience would find useful and informative to hear

- Create your presentation from an understanding of the problem (or the gap) that the target audience is trying to solve (or plug) and develop a compelling case for why and how your tools/learning can help them
- Clearly articulate the features (what it does) and benefits (how does it help) of your product, service or from your learning. Either/both:
  - Insight from lessons – that help a policy audience
  - A tool that helps solve a problem (even if it isn't a problem that has been articulated yet)
  - Knowing how these should be prioritised for different audiences
- Deliver presentations – but also be able to carry on conversation that sell our solutions in the breaks and in follow-up meetings.

## **Developing a two-minute pitch to 'sell' your work**

### **Start with a sticky headline**

- Create a *simple* and *striking* headline for your project designed to create an immediate connection between you and the your audience.
  - This headline needs to act as hook – exciting the interest of the audience. This may be a question or statement that encapsulates your work in an exciting and jargon free way (But also have the detailed, peer-reviewed evidence to back up this summary if required)

### **Provide a taster of your sticky story (which you will present in more detail at the market place)**

- Choose stories that help to consolidate the lessons and drive home the benefits of what you have to offer
  - Try and give a human face to illustrate – personal stories (e.g. farmer, extension worker) work best but can be about institutional change.
- Explain how your lessons or tool could be replicated, adapted or delivered at scale.

## **When you move to the poster session/presentation**

- Make sure you know who is present and be prepared to flex what you planned to say to meet their needs.
- Try to create rapport with the audience.
- Try not to use jargon or abbreviations.
- Think about the big finish – what are you asking for or selling?
- Talk slowly and confidently and keep control of time - Make you sure you allow time to cover the essential points and answer questions.
- Don't forget to have the detailed, peer-reviewed evidence to hand in case it is requested

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