

VIRTUAL farmtrip



Unscripted Real, live and engaging, audience-directed Virtual Farm Trips provide ultimate transparency. You never know what question will come next, but your authenticity will never be questioned.

Unfiltered Virtual Farm Trips aren't dressed up to be something they're not. Farmers in their boots and on their phones might surprise your viewers, but this setting provides an unpolished, authentic look behind the barn doors.

Unrestricted Virtual Farm Trips provide unlimited-access. Eliminate biosecurity and safety concerns, and logistics associated with shuttling people around a farm, while connecting with your audiences who can join from anywhere, see everything and ask anything (within reason, of course).



Virtual Farm Trip Package

▶ **Virtual Field Trip Toolkit** - Access to the following tools:

- News release
- Logo
- Direct mail piece
- Letter to teachers
- Website copy
- Photos
- Video of previous sessions
- Article for check-off publication (farmer audience)
- Hardware/Software technology checklist

▶ **Logistical & Technical Support**

- Technology Coordinator for preparation and production of live Virtual Farm Trip
- Record/edit video for on-demand viewing and online hosting
- Online video chat platform support

▶ **Staff Training**

- Conduct practice session with staff to review platform, logistics, program agenda, best practices and troubleshooting

▶ **Teacher Training & Scheduling**

- Full communication and preparation of teachers from time of sign-up through day of Virtual Farm Trip
- Online sign-up form
- Conduct individual or group teacher training sessions to prep for live events

▶ **Farmer Training**

- Conduct training/practice sessions with farmer(s) to prepare for live Virtual Farm Trips

▶ **Metrics Reporting**

- Prepare/distribute/collect and collate data from online evaluation forms
- Final project report including program statistics, evaluation results, observations and recommendations

For more information, contact:

Dan Toland, Virtual Farm Trips Manager
937-688-3878 • dan@shift-ology.com

www.VirtualFarmTrips.com



Shift-ology
COMMUNICATION

© Shift-ology Communication 2017. All rights reserved.