

Build your Communication Skills

Learn the tools & techniques
to help your career in
agriculture

Course content

- speaking to make impact
- planning & delivering presentations
- creating pictures in listeners' minds
- applying successfully for grants
- reacting to journalist requests
- preparing for interviews
- being proactive and getting reported
- using film and pictures in presentations
- being seen and heard – radio, TV & web films
- facilitating engaging discussion & interaction
- planning, shooting, editing, uploading & using online film
- professional use of social media

“I loved the energy of the whole three days - learned a huge amount”

farmer Simon Brock

For tips on how to be better at explaining farming, take a look at the Farming is Magic film collection.

www.farmingismagic.co.uk

The Morley Agricultural Foundation & Felix Thornley Cobbold Agricultural Trust supported this initiative.

John Forrest Memorial Award

THE
MORLEY
AGRICULTURAL FOUNDATION



Who can apply?

The course is open to those working in agricultural science, farming and ancillary industries in East Anglia for whom the ability to present their work and ideas clearly is integral to their careers.

Over the years the course has benefitted a wide range of professionals including farmers, farm managers, researchers, trials managers, agronomists, livestock specialists and machinery operators.

How much does it cost?

The fully residential course is free. The only cost to participants is getting to the training location near Cambridge.

Participants stay in the accommodation provided and must attend all sessions.



Learning how to facilitate useful discussion



How to apply

To be considered for the course, please email one of the following with details about yourself, your work and responsibilities, what communications skills you wish to improve on and how you believe the course would help you in your career.

Colin Smith (FTCAT): colinsmi@aol.com

Ros Lloyd (NIAB): ros.lloyd@niab.com

Michaela Canham (TMAF): michaela.canham@tmf.co.uk

Selection of candidates

Selection is informal. A shortlist from applications received during the year will be agreed in September, with eight successful candidates notified in October.

Further information

More details about the course and how participants have gained from the experience is available on these websites:

www.felixcobboldtrust.org.uk

www.tmaf.co.uk

www.green-shoots.org

The trainers - Green Shoots Productions

Always with a range of commissions including short film, website and app design and broadcast radio documentary-making on the go, Green Shoots have lots of practical communications tips and techniques to share. Training continues well into each evening and is very enjoyable and highly rewarding.

“Tutors were all very inspiring. I am recommending this course to others”

agronomist George Swann

John Forrest Memorial Award

John was a very progressive farmer. At the time of his sudden death in April 2008 he was Chairman of the Felix Thornley Cobbold Agricultural Trust (FTCAT).

In appreciation of his significant contribution to agriculture in the eastern counties, his friends established the John Forrest Memorial Award to further his interest in encouraging effective communication between scientists and farmers, and developing personal skills in young people.

The John Forrest Memorial Award Committee is serviced by the FTCAT, and funded jointly with The Morley Agricultural Foundation (TMAF).



Taking powerful pictures

“The communication skills and tips learned will open doors and opportunities in my career”

research trials manager Will Smith