

Build your Communication Skills

Learn the tools & techniques
to help your career in
agriculture

Who can apply?

The Award supports training in effective communications to eight agriculturists each year.

They are chosen because good communication skills will be integral to their careers.

Currently, four of these awards are for outstanding candidates from NIAB TAG's extensive knowledge transfer networks, including students competing for the Agronomy Cup, an annual NIAB TAG competition for agricultural colleges and universities, farmers and scientists.

The remaining four awards are offered by the Felix Thornley Cobbold Agricultural Trust and The Morley Agricultural Foundation to farmers and young agriculturists.

John Forrest Memorial Award

THE
MORLEY
AGRICULTURAL FOUNDATION



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
- evaluating effectiveness

Cost

The course is free. The only cost to participants is getting to NIAB TAG in Cambridge. The training is fully residential, and participants are expected to stay in the accommodation provided and to attend all the sessions.

This course is a great opportunity, lots of new skills and techniques learned

Russel McKenzie, Farm Manager

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.



Facilitating engaging discussion



Information

More information is available at

www.felixcobboldtrust.org.uk

Other useful websites:

www.tmaf.co.uk

www.niab.com

www.green-shoots.org

Applications

Candidates can apply for a place on the course by sending their details to one of the following stating how their careers would benefit. There is no formal application form.

colinsmi@aol.com

david.pask@tmaf.co.uk

junomckee@niab.com

The John Forrest Memorial Award Committee is serviced by the Felix Thornley Cobbold Agricultural Trust, and funded jointly with The Morley Agricultural Foundation.

John Forrest Memorial Award

John Forrest was a very progressive farmer. He was influential in several leading agricultural organisations in Suffolk and Norfolk. At the time of his sudden and unexpected death in April 2008 he was Chairman of the Felix Thornley Cobbold Agricultural Trust.

In appreciation of John's significant contribution to the agricultural industry in the eastern counties, his friends decided to establish the John Forrest Memorial Award to further his particular interests in encouraging effective communication between scientists and farmers, and developing personal skills in young people.

The trainers

Green Shoots Productions Ltd run the course. Held at NIAB TAG Cambridge, over three days during early January, accommodation is at a local hotel.

The level of participation and commitment expected is high. The training is challenging, continuing well into each evening, but is very enjoyable and highly rewarding.

green
shoots
productions

The skills to
communicate effectively
are essential to a
career in agriculture



Taking powerful pictures

This course has given me a lot of confidence & skills to help me throughout my career

Ian Midgley, NIAB Trials Manager