Bye bye frequent flyer points, hello e-conference?

Linda Veldhuizen, WaCASA lunch presentation
Global network to mobilize knowledge and expertise for the SDGs

- 840 member institutions
- 27 national and regional networks
- 12 thematic networks (TNs)
  - TN 7 on Sustainable Agriculture & Food Systems
  - Co-chaired by Ken, Achim Dobermann and Rebecca Nelson

Sustainable Development Solutions Network (SDSN) [http://unsdsn.org](http://unsdsn.org)
Fall Armyworm (FAW):
 Invasive species in Africa
 Rapid spread, large threat
 Initial responses focused on pesticides

E-conference to raise awareness on appropriate responses
The basics of an e-conference

- Timing
- Software – YouTube creator studio and Mobilize
- Conference programme
- Speakers
- Online registration – Eventbrite
- Promotion – e-mail, newsletters, social media
- Last preparations
Timing

- Connect to another event?
- Time zones
- Use calendar invites
Live sessions: Google Hangouts broadcasted on YouTube (free)

- Max. 10 presenters / session
- Unlimited number of viewers
- Live chat for questions

Online interactions: Mobilize
Programme

- Think of conference goals and audience
- Develop draft programme
- Suggest topics for speakers, but be flexible
- Add confirmed speakers asap
Be prepared to send many, many mails
Use your networks
Contact via e-mail
Follow-up via Skype
Online registration

Eventbrite:

- Basic information on participants, e.g. country of residence
- Additional information can be requested, e.g. questions for speakers
- Automated e-mails to all participants
Promotional kit
Personal e-mail invitations
Newsletters
LinkedIn, Twitter
Word-of-mouth

How did you hear about this e-conference

Please help us improve our promotion for future events by letting us know how you found out about this e-conference.

- SDSN newsletter: 10%
- Newsletter from another organization: 7%
- SDSN Twitter account: 7%
- Another Twitter account: 7%
- LinkedIn: 21%
- Other social media: 10%
- E-mail invitation: 25%
- Word-of-mouth: 14%
- Other, please specify by commenting to this poll: 3%
Last preparations

Before
- Connection checks
- Start online discussion

During
- One person chairs
- One person manages live chat

After
- Follow-up on questions
- Put all resources together
E-conference ‘Responding to FAW in Africa’

- 1 week with daily 1-1.5h sessions and an online conference platform
- Programme in brief:
  - FAW identification and infestation
  - FAW monitoring and initial responses
  - Recommended responses to FAW
  - Breeding, Bt and push-pull options
  - FAW innovations
500+ participants, 70% from Africa
5 videos, 1350 views, 160-380 views per video
All videos and slides are openly available
Online conference platform: many new connections and work shared

Previews:

https://youtu.be/YltqixBu-PY?t=409
https://youtu.be/YltqixBu-PY?t=1754
Don’t panic and don’t lose focus

Crop damage ≠ crop loss

Recommended responses

Longer term options include Bt maize, biopesticides and push-pull

Many apps are available to assist farmers

We still need to do much more to reach farmers everywhere
Next steps

E-conferences on other topics:
- Nutrition-sensitive agriculture
- Data for SDG 2
- Newly developing value chains
- ...?
Thank you

Any questions?

For another example, see: https://wedonthavetime.confetti.events