

Your Angus Tour & Field Day Planner

You've been elected chairperson of the state association's annual field day or tour. Suddenly, there's a myriad of details to chase, folks to organize, dates to confirm, and news to get out. Where to begin? The Planner provides a basic time line and outline for securing publicity and support for your event. It's designed to serve as a checklist to help prevent something important from falling through the crack. Not every contingency or crisis is covered, but you should find most of the basics have a block where you can enter that vital information.

Keep in mind the importance of local attractions or entertainment when hosting folks from other corners of the state. A high school jazz band, folk dancing group, or equestrian club can provide an hour of unique fun and add memorable color to your event. One tour invited a side saddle club which featured ladies riding in period costumes. Door prizes hold interest and are crowd pleasers.

If you're displaying cattle, remember to have them penned well in advance and mothered up so they'll be quiet when the crowd comes to view.

Specialists catering in outdoor cookery are often well worth the expense as they're equipped and experienced in serving large gatherings. Don't forget the convenience of rented chemical toilets, especially if the crowd is a large one.

Those are just a few tips to enhance the success of your event. Check with those members who've held field days or conducted tours in the past for additional suggestions, and don't be shy in asking for advice from neighboring states where successful tours and field days have been held. Given a sense of order and a planning checklist such as presented here, you might find the "big day" a pleasant surprise and not the ordeal you dreaded.

SIX MONTHS

What to do first?

1. Make a list of possible activities, facilities, tour sites, speakers, travel arrangements, dates and times, sources of support, resources. Try to avoid duplication, but don't ignore those events that are proven crowd-pleasers.
2. Contact previous hosts, tour directors for their suggestions.
3. Set a specific date for the event.

Consider:

- a. Weather: Can you expect clear skies typically?
- b. Can extremes, both hot and cold, be avoided?
- c. Will your dates interfere or compete with planting and harvesting in your region?
- d. Are there alternative dates and locations?
- e. Will the date conflict with other events, sales in your area? Check last year's show, event, and sale calendars.

4. Prepare a budget. Some things to consider:
 - a. Experience of previous tour and field day hosts. What were unexpected costs? _____
 - b. Honorariums for speakers, travel expenses, films, any catering, lodging for program participants, equipment rental?
 - c. What revenue can you expect from this event? _____
 - d. From what sources? _____
 - e. Do you have a cushion built-in should revenue and participation fall below expectations? _____
 - f. Do you need to establish a special checking account for the field day/tour? _____
Who signs the checks? _____

5. Contact program or speaker participants and obtain commitments.

	Name/Organization	Phone	Address
a.	_____	_____	_____
b.	_____	_____	_____
c.	_____	_____	_____
d.	_____	_____	_____
e.	_____	_____	_____

6. Review special arrangements/requirements that might be necessary for the program you want. Items to plan for might be: Special meeting rooms, luncheons, parking, printed materials, catering, state or federal agency cooperation.

Also: Can you establish an alternative program or replace portions of the original program if necessary? _____

FIVE MONTHS

1. Contact your farm media and breed journal(s) with the dates and locations of your event for their calendars.

	Farm Newspapers (address/phone)	Breed Journals (address/phone)	Radio/TV (address/phone)
a.	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
b.	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
c.	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
d.	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
e.	_____	_____	_____
	_____	_____	_____
	_____	_____	_____

2. Alert these officers of the date and time of your field day or tour:

	Name	Phone
State Association Officers	_____	_____
National Director	_____	_____

	County
County Extension Agents	_____
Regional Manager	_____

	High School
Vo-Ag Teachers/ FFA Advisors	_____

Livestock Specialists _____
 for their assistance via bulletin boards and newsletters in publicizing your event.

3. Visit your printer for preliminary bids and suggestions should your event need:
- a. Publicity posters and flyers for sale barns, restaurants, and feed stores.
 - b. Tour brochures. (Some associations combine their membership directory with their tour schedule. Brief descriptions are included of each farm and ranch stop.)

4. Secure reservations for:
- a. Bus lines for tour group... Determine: Approximate mileage _____, number of stops _____, overnights _____, date and times of tour's beginning _____, tour's conclusion _____, Capacity of each coach? _____. Number of coaches needed? _____. Deposit? \$ _____. When needed? _____. Are you to supply driver's accommodations? _____. Meals? _____. Tips? _____.

Firms bidding on transportation:

	Name/Address	Contact Person/Phone
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____

b. Motels...

	Name/Address	Phone	City	Nights of	Approx. Arrival Time
1.	_____	_____	_____	_____	_____
2.	_____	_____	_____	_____	_____
3.	_____	_____	_____	_____	_____
4.	_____	_____	_____	_____	_____

Note those motels providing meals by an asterisk (*). What meals are provided? _____

	Motel name	Special billing instructions	Percent discount for tour
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____

Lodging provided for tour/field day program participants?

Name	Motel	Nights of
_____	_____	_____
_____	_____	_____

c. Catering firms for ...

	Dates of	Time/location	Firm/contact person/phone
Breakfast	_____	_____	_____
	_____	_____	_____
Lunch	_____	_____	_____
	_____	_____	_____
Dinner	_____	_____	_____
	_____	_____	_____

Complete names and addresses of catering firms:

1. _____
2. _____
3. _____
4. _____

5. Reservations for:

	Name/phone	Contact person	Mailing address
a. Experiment stations	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
b. A.I. studs/ ET labs	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
c. University facilities	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
d. Other	_____	_____	_____
	_____	_____	_____
	_____	_____	_____

6. Farm and ranch tour stops ...

(FARM/RANCH NAME) and phone: _____
 Contact person and phone: _____
 Mailing address: _____
 Brief description of operation: _____
 Will they send a detailed description for tour brochure? _____. Do they have the deadline for this?

Serving:	Date/time	Provided by ranch or other?	Location
Breakfast	_____	_____	_____
Refreshments (a.m.)	_____	_____	_____
Lunch	_____	_____	_____
Refreshments (p.m.)	_____	_____	_____
Dinner	_____	_____	_____

Any evening entertainment? _____
 Any speaker/activity/program? _____

Directions to field day/tour site: _____

Date and arrival time: _____
 Length of visit: _____ . Alternate location if weather inclement? _____
 _____ . Directions to alternate? _____

(FARM/RANCH NAME) and phone: _____
 Contact person and phone: _____
 Mailing address: _____
 Brief description of operation: _____
 Will they send a detailed description for tour brochure? _____ . Do they have the deadline for this? _____

Serving:	Date/time	Provided by ranch or other?	Location
Breakfast	_____	_____	_____
Refreshments (a.m.)	_____	_____	_____
Lunch	_____	_____	_____
Refreshments (p.m.)	_____	_____	_____
Dinner	_____	_____	_____

Any evening entertainment? _____
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Directions to field day/tour site: _____

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 Length of visit: _____ . Alternate location if weather inclement? _____
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(FARM/RANCH NAME) and phone: _____
 Contact person and phone: _____
 Mailing address: _____
 Brief description of operation: _____
 Will they send a detailed description for tour brochure? _____ . Do they have the deadline for this? _____

Serving:	Date/time	Provided by ranch or other?	Location
Breakfast	_____	_____	_____
Refreshments (a.m.)	_____	_____	_____
Lunch	_____	_____	_____
Refreshments (p.m.)	_____	_____	_____
Dinner	_____	_____	_____

Any evening entertainment? _____
 Any speaker/activity/program? _____

Directions to field day/tour site: _____

Date and arrival time: _____

Length of visit: _____. Alternate location if weather inclement? _____

_____. Directions to alternate? _____

(FARM/RANCH NAME) and phone: _____

Contact person and phone: _____

Mailing address: _____

Brief description of operation: _____

Will they send a detailed description for tour brochure? _____ Do they have the deadline for this? _____

Serving:	Date/time	Provided by ranch or other?	Location
Breakfast	_____	_____	_____
Refreshments (a.m.)	_____	_____	_____
Lunch	_____	_____	_____
Refreshments (p.m.)	_____	_____	_____
Dinner	_____	_____	_____

Any evening entertainment? _____

Any speaker/activity/program? _____

Directions to field day/tour site: _____

Date and arrival time: _____

Length of visit: _____. Alternate location if weather inclement? _____

_____. Directions to alternate? _____

7. Send letter confirming your telephone contact with program speakers and participants.

Name	Agency/firm	Mailing address	Phone	Date/time/location
------	-------------	-----------------	-------	--------------------

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

(Suggestion: Send your program people a self-addressed, stamped envelope for their speedy reply. Also, a perforated tear-off portion of your letter, a post card confirming dates/times/location, or a carbon copy is helpful for your records and theirs.)

a. Reserve:

1. Any special meeting rooms or facilities for speaker(s) presentation.

Location	Contact person/phone	Date/time
_____	_____	_____
_____	_____	_____
_____	_____	_____

2. Livestock . . .

a. for judging contest

Farm/ranch _____

Contact person/phone _____

Number of head & kind _____

b. for weight guessing contest

3. Any recreational activity such as: Golf tournament, sightseeing, ladies' tour, pool party . . .

a. Event/date _____

Time/location _____

Contact person/phone _____

b. Prizes awarded by? _____

Firm/address _____

Contact person/phone _____

4. Panel discussions:

Time/location _____

Participants _____

Moderator _____

Public address system arranged? _____

FOUR MONTHS

1. Confirm:

a. All dates. Any changes?

Event		New date	
-------	--	----------	--

b. Reservations (✓)

Food _____ Lodging/tour sites _____ Tour transportation _____

c. Dates and basic information is in events calendars of area farm magazines and breed journal(s). Any missing? _____

2. Secure firm bid and present printer with final copy and layout for tour brochure and/or directory. When finished? _____

3. Start soliciting advance registrations in state newsletter or a letter to all the association members.

a. Determine final . . .

Amount per head? \$ _____ . Amount per couple? \$ _____ . Amount per family? \$ _____ . Children? \$ _____ . Advance deposit required? \$ _____ . Policy on refund? \$ _____ .

b. Sample pre-registration form . . .

Name _____ Address _____ Phone _____

Number in party _____ Accommodations desired (circle)
1 dbl. bed 2 dbl. bed Other _____

Will you and your party be on the entire tour? _____

If not, joining at what stop? _____

If not, leaving at what stop? _____

Tour/field day pre-registration fee is \$ _____ (each), \$ _____ (couple), \$ _____ (family).

(You save \$ _____ if your registration is postmarked before _____ (date))

Amount enclosed \$ _____ .

You must make your own motel reservations _____ .

(Tour/field day committee will make _____ .)

(Mention "Angus Tour and Field Day Group Rate" when making reservations.)

4. Meet with treasurer and committee to project revenue and expenses. Make budget adjustments if necessary.

Item	Budgeted amount	Changes + or -
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____

THREE MONTHS

1. Contact all program participants confirming their dates, times, locations, and any special requirements or equipment needed such as audio-visual aids, demonstration cattle.

Item	Speaker/program	Arrange with	Location
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

2. Contact firms donating refreshments and door prizes to confirm their participation.

Firm	Location	Providing	Contact person/phone
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

3. Mail brochure to: (✓)

- | | |
|--|---|
| a. Publications _____ | f. High school vo-ag teachers/FFA advisors _____ |
| b. Broadcast media _____ | g. Program participants _____ |
| c. Association members _____ | h. Motels/hotels providing lodging and facilities _____ |
| d. County extension agents _____ | i. National breed association headquarters _____ |
| e. Secretary/newsletter editor of neighboring state breed associations _____ | |

4. Distribute brochures with poster noting deadline for registration: (✓)

- a. Sale barns _____ b. County extension, ASCS, BLM, and other public agency offices _____
 c. Banks and area businesses frequented by farmers/ranchers, particularly those providing refreshments, equipment, or door prizes _____

TWO MONTHS

1. Invite special guests by letter:

- | | |
|--|---------|
| | Name(s) |
| a. National association officers _____ | |
| b. State officials _____ | |
| Local officials _____ | |

2. Arrange for special items for program (tents, p.a. system, chairs, special transportation).

Item	Location	Provided by	Who is to pick up/return
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

3. a. Get posters, handouts, judging sheets printed, along with post-event critique forms:

Item	Where printed	Quantity	Cost
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

- b. Arrange for name tags, pens/pencils (✓) _____

4. Issue final call for registrations through newsletter or post card to members. Final date for registration? _____ Will you accept registration after this date? _____

5. Send news release to monthly magazines, observing their deadlines, usually one month prior to date of publication. (For a June event, your news release should go out in April for the May issue.)

Pre-event news release sent to: _____ on: _____

To: _____ on: _____

To: _____ on: _____

6. Secure firm bids from motels, catering firms, bus lines, and other suppliers.

Agency/firm	Bid
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

ONE MONTH

1. Close out registration. Have you made provisions for late registration? _____

Charging a late registration fee? \$ _____

2. Send out news release to weekly newspapers, radio stations, local media. Pre-event news release sent

to: _____ on: _____

To: _____ on: _____

To: _____ on: _____

To: _____ on: _____

To: _____ on: _____

3. Arrange and prepare portable facilities and pens for cattle displays, judging contests.

Supplier/set-up location	Contact person/phone	Date needed/date return
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

4. Final confirmation with all speakers and program participants.

Name	Last minute comments/changes
_____	_____
_____	_____
_____	_____
_____	_____

5. Sign contract with vendors, caterers, motels, bus lines.

a. Provide all with final number for bus _____, lodging _____, feeding _____, other _____

b. Make provisions for adjustments such as five percent over or under _____

- c. List probable arrival/departure, transit times:

	Departure time	Arrival time	Place or tour site
Day One	_____	_____	_____
	_____	_____	_____
Day One Lodging	_____	(Motel)	_____
Day Two	_____	_____	_____
	_____	_____	_____
Day Two Lodging	_____	(Motel)	_____
Day Three	_____	_____	_____
	_____	_____	_____
Day Three Lodging	_____	(Motel)	_____

6. Ask for RSVPs from invited guests and officials:

Name

Who will meet?

Where?

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

AFTER THE EVENT

1. Analyze the survey of those attending the event using the pre-printed form you distributed at the end of the field day or tour. Overall summary of those attending: _____

Any specific comments? _____

2. Send post-event news releases to all media.

Newspaper, magazine, or radio station

When sent?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

3. Send thank you notes to all program participants.

Honorariums/fees/expenses paid to:

\$

_____	_____
_____	_____
_____	_____
_____	_____

4. Hold a post-event critique with your committee, analyzing:

a. Was it adequately budgeted?

1. Was there enough revenue? _____ Suggestions? _____

2. How much shortfall? _____

3. How to cut expenses for future tours/field days? _____

b. Was there adequate time for all tour stops and events? _____

c. Were the programs well-received, useful, entertaining, worth repeating?

d. Was the publicity adequate? _____

e. Were the facilities, motels, food service, and touring companies satisfactory?
