

Ohio Ecological Food and Farm Association
Our Time: Essential Links for a Strong Food Chain
42nd Annual Conference
February, 2021

We are looking for dynamic presenters involved in organic and sustainable food and farming to share their knowledge, passion, and innovation at the 2021 OEFFA Conference!

To apply for a speaking slot, please complete the following application. Before you begin your application, please make sure you have thoroughly and completely read our [Speaking at OEFFA: General Information](#) document and [Speaking at OEFFA Policies](#) document.

Please note that OEFFA will consider a completed workshop application confirmation that you have read, understood, and agreed to our terms and policies as outlined in these documents. If you have any questions or concerns, please contact Milo Petruziello at (614) 947-1605 or milo@oeffa.org.

General Information About the Online OEFFA Conference

The workshops will be hosted on Zoom and accessed via a private conference webpage. You will have access to all the standard Zoom engagement features like the chat function, sharing your screen, hand raising, and unmuting for verbal questions.

Just like on a normal webinar, you will have the ability to show a presentation set up in PowerPoint or a similar program.

Handouts can be uploaded as attachments to the conference website. OEFFA staff will help you do this as we get closer.

To present at the online OEFFA conference you will need access to:

- a computer with a web camera, microphone, and speakers (these can be built in or external)
- a suitable private location with reliable internet

Speakers do not need high end audio/visual equipment. You will need comparable level of sound and visual quality to a typical Zoom meeting, which can be achieved with a modestly priced laptop using the stock camera and microphone. Audio should be quality enough for audience members to hear and understand you without having to tolerate distortion of the audio signal (e.g., scratchiness) or disruptive background noises. Visuals should be clear enough to be understood by someone watching on a tablet or larger device.

Unfortunately, OEFFA does not have the budget to purchase presentation technology for speakers. We are certainly happy to be a resource for any questions you may have while trying to identify the appropriate technology. Additionally, we encourage speakers to consider ways they may be able to access what they need through friends, family, or other avenues. Please don't hesitate to contact us about your needs and we will do our best to help you figure out a cost-effective plan.

If your proposal is selected and you have any concerns about the reliability of your technology, including, but not limited to, devices, software, and internet access, please contact us as soon as possible with your concerns so we can develop a plan to avoid technical failures during the event itself.

During your workshop, OEFFA will provide an assistant from our staff to help with technology, monitor the chat, and facilitate the Q&A.

We encourage speakers to conduct a pre-recorded practice run with an OEFFA staff member so that we have a backup in the event that you experience technical issues during the event. For speakers who are inexperienced with all of Zoom's presentation tools, this is also a useful opportunity to practice using them. If you wish to do this, please contact us and we will work with you to schedule a time.

If you prefer, you may play the pre-recorded version during the conference as your presentation and then take live questions at the end. If you wish to consider this option, please contact us and we will assist you.

Workshops will be limited to one hour in length to enhance audience member engagement in a virtual format. We recommend planning for about 45-50 minutes of presentation and saving the remaining time for questions. Given the time allowed, we recommend that topics be narrow and specific rather than general in nature.

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Contact Information

* **1. Contact Information:** Please share the best way to contact you.

Important: Presenter contact information will appear in the conference program. Please indicate any information that should stay private and provide public contact information for the program in the "Public Contact Information" field.

Name:

Farm/business/organization:

Address:

City:

State:

Zip:

County:

Phone:

Email:

Website:

What information, if any, do you wish to keep private?:

Public Contact Information
(If different from above):

2. Second Presenter (If applicable). Typically, workshops have only one presenter; additional presenters will be considered on a case by case basis. If you wish to have more than two total presenters, please contact Milo Petruziello at milo@oeffa.org.

Name:

Farm/business/organization:

Phone:

Email:

Please Note: If your co-presenter is with a different farm, business, or organization from you, we will contact them directly so they can fill out a multi-speaker workshop form. This ensures that we have current information for all speakers, comprehensive details on the workshop's content, and helps us provide thorough and clear communication directly to all speakers. We generally do not need this addendum when presenters are members of the same household or co-workers.

3. Are you interested in having a booth in the Exhibit Hall? (Please note that your response to this question does not affect our workshop decisions)

Yes

No

Tell us about your presentation:

This information will help us understand the content of your presentation and its core audience. Please answer every question as accurately as you can, and be thorough but concise. If you have any questions about this section, or if you just want to talk through some ideas, please call Milo at (614) 421-2022. I'm happy to help!

Quick Tips:

- Attendees appreciate practical workshops they can apply to their farm or homestead.
- The most common complaint we hear from attendees is that a workshop presentation did not match its description.

For more detailed guidance, please see our [Know Your Audience](#) info sheet.

* 4. Suggested workshop title:

* 5. Relevant agricultural categories (select all that apply)

- Bees and Pollinators
- Fruit
- Grain
- Hay/Forages
- Livestock (Dairy)
- Livestock (Meat)
- Mushrooms
- Nuts
- Ornamentals/Flowers/Herbs
- Poultry
- Soil Science
- Value-Added
- Vegetable
- Other (please specify)

6. Who is your primary audience? (select one)

- agricultural service providers
- beginning farmers
- buyer/retailer/restaurateurs
- concerned citizens
- farmers
- gardener/homesteaders
- government/nonprofit/educators
- processor/handler/value-added
- Other (please specify)

7. Is your workshop primarily designed for people who are new to the subject, or agriculture in general, and seek an introductory understanding?

- Yes
- No

If yes, please explain:

8. Is your workshop primarily designed for people who are moderately experienced in the subject, or agriculture in general, and seek to refine their knowledge or systems?

- Yes
- No

If yes, please explain:

9. Is your workshop primarily designed for people who have extensive experience in the subject, or agriculture in general, and seek cutting edge and in depth information?

- Yes
- No

If yes, please explain:

* 10. **Define your goals:** Tell us a little bit about your workshop, how you will teach it, and what you hope it will achieve. Please briefly answer each question below.

1) What is your philosophical deliverable?
(How will you expand your audience's way of thinking about your topic?)

2) What is your practical deliverable? (What skills will your audience gain that they can apply to their farm, garden, business, or daily life?)

* 11. **Share your biography:** Tell us a little about yourself! What is your background and how are you experienced in the workshop topic(s)?

LIMIT TO 4 SENTENCES

* 12. **Write your description:** Please use the information you entered above to write a proposed description.

LIMIT TO 4 SENTENCES. LONGER DESCRIPTIONS WILL BE SHORTENED

Promotional Assistance

13. Please let us know if you are willing to help promote this year's conference (OPTIONAL). If you are interested in assisting us through any of the following media, please provide the requested information in the field(s) of your choice. Please note that promotional assistance is not mandatory and your response to this section has no bearing on our workshop planning decisions.

I would like this amount of postcards to distribute...

This is my professional Twitter handle...

This is the link to my professional Facebook page...

14. Compose a Facebook post and/or tweet about your session! (OPTIONAL). Keep the text to 280 characters or less. Please make sure you provide us with a twitter handle, facebook page, and/or website, so we can tag you and/or link to your business in our post. If we choose your session, this will allow us to better use social media to promote it!

Online Education Experience

* 15. What is your experience educating in a virtual environment? (check all that apply)

- I have presented at other virtual conferences
- I have presented webinars either by myself or with other speakers
- I have developed and taught online classes
- I have provided online consulting services
- I have created educational videos
- I have never provided virtual education
- Other (please specify)

Availability

Please indicate when you are available to provide your workshop, so we can plan the workshop schedule. **IMPORTANT:** The workshop schedule is very difficult to change after we finish it, please carefully consider your availability before answering this question.

* 16. What day(s) can you speak? (check all that apply)

Thursday, February 11th

Friday, February 12th

Saturday, February 13th

Sunday, February 14th

Professional References

17. **Have you presented at the OEFFA conference one or more times since 2015?**

Yes

No

If not, please provide the name, business/organization, phone number, and email for two references who are familiar with your knowledge of the topic and presentation skills. References who have hosted you as a presenter are preferred.

Policies

Here are a few things that we ask of all speakers in the spirit of keeping the conference accessible, educational, and welcoming. Please read each policy and check the box indicating that you understand and consent. If you have any questions or concerns about any of these policies, please contact Milo directly.

*** 18. Recording and Photographing of Workshops**

- As a presenter at the conference, you agree that your presentation will be recorded. These recordings will be available to conference attendees via the online conference portal after the conference has ended. One year after the conference, OEFFA will provide the recorded presentation to speakers that request a copy.

*** 19. Endorsement of Products or Services**

- OEFFA sessions are for the purpose of education and are not to be used to sell products or services. We understand that many of our speakers represent farms, companies, or organizations with products or services to sell. Speakers are welcome to mention a suitable product, reference a trade show booth, or inform attendees of a future class--and we do not expect speakers to mention competing products. However, the products you sell must not be the focus of your presentation. Attendees are usually put off by presentations they perceive as infomercials, and complaints of this nature do appear in conference comments.

*** 20. Community Standards**

- OEFFA is a big tent. The OEFFA Conference belongs to our members and attendees representing a diverse range of racial and ethnic backgrounds, lifestyles, sexualities, gender identities, political views, social values, and growing scales and practices. Our members are urban and rural, women and men, young and old, libertarian and socialist, Amish and atheist. We welcome farmers big and small, homesteaders, gardeners, activists, food entrepreneurs, students, academics, and once even a day old lamb (the owners named it OEFFA; it was adorable). Please be respectful of the variety of viewpoints present in the room, including those of conventional, sustainable, transitional and organic farmers. Avoid inappropriate behavior such as swearing, religious or political commentary, insensitive jokes, or disparaging other people, businesses, or organizations.

Thank You!

Your application is complete. Thank you for taking the time to plan and submit a proposal. An OEFFA representative will follow up with you to confirm our receipt of your completed proposal and request any additional information, if needed.

For details on our workshop process, our workshop format, and our speaker benefits, please see our [Speaking at OEFFA: General Information](#) document.

A copy of the policies listed on the previous page of this application form are included in our [Speaking at OEFFA](#) document.

If you have any questions, please contact Milo Petruziello at (614) 947-1605 or milo@oeffa.org.

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