

Farming Ambassadors Training November 2018

FAQs

Q: What is Farming Ambassadors?

A: One of NFU's aims is to help find the spokespeople and industry leaders of tomorrow. So this year, we're offering six places on our Farming Ambassadors training days to give you the opportunity to gain skills and experience in key areas such as presenting, chairing, negotiating and media work through practical, one-to-one training to help you develop your confidence and communication skills.

Q: What does the course involve?

A: The three-day course is spread over eight days so that you don't spend too much time all in one go away from the farm. Each day, which starts at **9:30am** and finishes at **4pm**, provides a different subject and a different set of personal challenges.

The three days are:

- ~ **Tuesday 6 November** – Negotiation and chairmanship – Margaret Hartley, a professional trainer from Yorkshire will give two, three-hour sessions in one day on chairmanship and negotiations skills to provide you with the tools to run a successful meeting and get your point across in different and possibly difficult situations
- ~ **Thursday 8 November** – Presentation skills – Tessa Morton, the trainer behind former NFU President, now Chairman of AHDB, Sir Peter Kendall's forceful and engaging style. Tessa will set you some testing challenges to help you speak more confidently and develop your presence at meetings and in public situations
- ~ **Wednesday 14 November** – Media training – Andy Johnson, who spent 17 years as a BBC reporter, presenter and producer, shows how the press and media works, how rolling news and digital communications have changed that world and will give you lots of practice in speaking to a camera and microphone, honing your sound bite skills and putting across your points to the public. Professional ex-BBC cameraman, Dave Skerry wields the technical bits on the other side of the lens

Q: When and where is the course held?

A: The three days of the course, as detailed above, are all set and booked. We have excellent training facilities at **NFU East Midlands' Regional Office, Agriculture House, North Gate, Uppingham Rutland LE15 9NX**. Full joining details will be sent once your place on the course is confirmed.

Q: Will I fit the course requirements?

A: If you are a farmer, grower or manager working full time (and not in full time education) in the East Midlands on a commercial farm or horticultural unit, your business pays an NFU subscription and you're over 18, you qualify. But in return, we'd love you to be more involved in promoting food and farming and speaking on behalf of the NFU and your industry. You'll have the skills...

Q: How do I apply?

A: The application process is pretty straight forward – you apply with your full contact details, and then answer in as much detail as you can, the questions on who you are, what your role and experience in the farm business is, how you think you'll be able to benefit from the course and

how you see yourself representing your industry in the future. Please take time in preparing your application as it is used to decide who is successful in gaining a place. Send the application either by post or email to NFU East Midlands and we'll confirm receipt of your form.

Then a panel of judges will decide from the submitted applications who the six best candidates are from all the applicants. Those six will be the Farming Ambassadors for 2018.

The closing date for applications is Monday 15 October.

By applying for the course, you agree to attend the three component training days if your application is successful and you'll be asked to sign a declaration to that effect.

Q: How is it funded?

A: NFU is paying for you to receive this training and the course includes tea, coffee and lunch on all three days. You need to get yourself to the venue (on time!); no expenses are payable.

Q: What is expected of me after I've undertaken Farming Ambassadors?

A: That is up to you! We are very relaxed about what happens next. Past Ambassadors have gone on to achieve many and different roles in farming, some have yet to show their full potential, but all have benefited from the training.

We would like you to use your training to benefit you personally, your business and your industry; otherwise what will be the point? Farming and horticulture need good spokespeople and advocates in many of our areas of work, whether that's on the political stage, working with NFU's commodity boards, with other farming, countryside or government organisations or acting as the face and voice of farming in your county or for your sector.

The skills you'll acquire on the Farming Ambassador training days will stand you in good stead and as we always say, "practice makes perfect". Using your skills is the best way to benefit from the training. Overall we hope you'll have fun and make good friends from other parts of the region/sectors of the industry.

Any more questions? If you would like to discuss Farming Ambassadors with James Peck, NFU's regional communications adviser, who is happy for you to ring him on 01572 824250 or 07587 037114

To obtain an application form, please contact Luke Morrow, email luke.morrow@nfu.org.uk or telephone 01572 824250

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