

# Application Form

Best-Practice Knowledge Transfer, Sixways Stadium, Worcester

3 March 2011

(Prof/Dr/Mr/Mrs/Miss/Ms) (First and Last Name)

Name.....Block

Address.....Capitals

.....Please

Tel No:.....Fax No:.....

Email:.....

Organisation (for badge).....

Special requirements (eg dietary) .....

**KT WORKSHOP FEE includes coffee, tea, lunch and publication**

£70 (Discount for groups, charities and farmers available on request)

## PAYMENT METHOD

- Mastercard  Visa  
 Debit Card  Switch  
 Bank Transfer (reference KT followed by delegate's last name)  
 Cheque - made payable to BSAS

Number.....

Start date.....Expiry date.....3 digit No.....

Please print name of cardholder.....

To pay by bank/international bank transfer please quote :

Name: British Society of Animal Science

Account No: 00823100

Sort code: 801742

IBAN GB63 BOFS 80174200 8231 00 , SWIFT BOFSGB21153

Bank of Scotland, 95 Clerk Street, Loanhead, EH20 9RE, UK

KT Workshop, BSAS,

PO Box 3, Penicuik,

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## Best-Practice Knowledge Transfer

Knowledge exchange between providers of KT to farmers

Thursday 3 March 2011

Sixways Stadium, Warriors Way,  
Persnore Lane, Hindlip,  
Worcester, WR3 8ZE.



## Introduction and concept

- A one day event for all those who provide Knowledge Transfer, knowledge exchange, or use participatory methods with farmers.
- The event will perform at least two functions:
  1. A knowledge exchange and learning opportunity about best-practice Knowledge Transfer for those involved in the animal sectors, and
  2. Provide examples of good practice technical knowledge transfer.



## Venue and date

3 March 2011. Sixways Stadium, WarriorsWay, Pershore Lane, Hindlip, Worcester, WR3 8ZE. This is immediately off the M5 at junction 6 and is one hour from Birmingham Airport. Parking is free. There are frequent trains to Worcester stations from London & Birmingham. There is a Premier Inn within 200m of the venue.

## Who should attend

All those from whom farmers receive information eg animal and crop scientists, KT personnel, veterinary surgeons, environmentalists, trainers, companies, journalists and policy makers. Whilst the focus is on livestock farmers the day will be relevant to all rural based enterprises.

## Format

The day is participative and a mixture of

- Invited Speakers:- Confirmed speakers include Cees Leeuwis, Professor of Communication and Innovation Studies at Wageningen University; Dr Chris Warkup, Director Biosciences KTN and Chris Garforth, Professor of Extension at Reading University, Richard Hooper, Farm Manager, Harper Adams University College and Nuffield Scholar.
- Submitted speakers with short oral or poster presentations.
- Successful Case Studies of Knowledge Transfer (KT) delivery to farmers followed by in-depth discussion on the keys to success.
- Concurrent Workshops on key issues.

The Case Studies will cover the various livestock sectors and also demonstrate a mixture of successful KT delivery mechanisms, e.g., examples from KT delivery organisations, academia, veterinarians and from commercial companies. Following the Case Study presentations, there will be workshop sessions to enable participants to discuss and question in more depth and to gain greater understanding about what makes a successful approach. These breakout groups will then report back to the main group.

## Call for Case Studies

We invite case studies from all those involved in Knowledge Transfer directly or indirectly to farmers. The format will be an interactive workshop with plenty of time for discussion. We welcome case studies of best practice (and those that did not work as well as expected!) Knowledge Transfer, or Knowledge Sharing from the cattle, pig and sheep sectors and from other areas where they demonstrate interesting and novel knowledge delivery mechanisms. The aim is to learn about different delivery mechanisms of knowledge transfer and sharing - what worked, what didn't: what are the lessons learnt. Your presentation can be made by Powerpoint, talking, video or a poster – whatever works best.

If you would like to submit a paper then please send a title to the organisers below as soon as possible and a one page summary by 7 February 2011. Summaries will be published and distributed to delegates and on the BSAS website. Summary guidelines [http://www.bsas.org.uk/Meetings\\_&\\_Workshops/KT\\_Focus\\_Workshop/](http://www.bsas.org.uk/Meetings_&_Workshops/KT_Focus_Workshop/)

Email: For the attention of Sam Hoste, [bsas@sac.ac.uk](mailto:bsas@sac.ac.uk)

## Continuous Professional Development (CPD)

This event is eligible for CPD. It will provide a significant opportunity for Knowledge Exchange between KT professionals. The case studies on successful KT, together with in depth questioning in the breakout groups will enable insight into KT practices, the use of participatory methods and what works. We will endeavour to obtain support funding for this CPD activity.

## Future Outcomes

An aspiration of this meeting is the development of on-going KT knowledge exchange across the livestock sectors.

## Provisional Programme

09:00	Registration
09:30	Welcome
09:40 - 10:00	<b>Cees Leeuwis</b> , Professor of Communication and Innovation Studies at Wageningen University: <i>Embedding knowledge transfer in wider forms of support for innovation</i>
10:05 - 10:25	<b>Ian Crute</b> , Professor, AHDB Chief Scientist: <i>AHDB's role in Knowledge Transfer</i>
10:30 - 10:40	<b>Tom Rawson</b> , 302ha organic dairy farm, 2009 Runner-Up Young Farmer of the Year and Nuffield Scholar
10:45 - 10:55	<b>John Hoskin</b> , Farmer in South West with 1,500 acres; Farmers Weekly Beef Farmer and Farmer of the Year, 2010
11:00 - 11:10	<b>Richard Hooper</b> , Farm Manager, Harper Adams University College & Nuffield Scholar
11:15 - 11:40	Refreshments
11:40 - 12:00	<b>Chris Warkup</b> , Director Biosciences KTN: <i>UK Knowledge Transfer Landscape</i>
12:05 - 12:30	Speaker Panel Q & A
12:30 - 13:15	Lunch and networking
13:15 - 13:20	Format for the Workshops
13:20 - 13:40	Concurrent Workshops
13:45 - 14:05	Concurrent Workshops
14:10 - 14:30	Concurrent Workshops
14:30 - 14:45	Refreshments
14:45 - 15:15	Feed back from the Workshops
15:15 - 15:40	<b>Chris Garforth</b> , Professor of Extension at Reading University
15:40 - 16:00	<b>Sam Hoste</b> , Quantech Solutions
16.00 - 17.00	Networking