A quick timeline for conducting a Farm Tour

Contacted to Host a Farm Tour?

- Feasibility and timing
- Available resources and insurance
- Key messages to promote

2 Months
Form a Committee

- If necessary, have a meeting
- Discuss format
- Arrange speakers and/or tour stops
- Assign tasks – ex. program, meal, invitations, advertising, etc.

6 Weeks
Invite Guests

- Send personal invitations to guests
- Advertising needs
- Include an RSVP date

1 Month
Committee Meeting

- Discuss tour plan progress
- Develop an agenda and timing
- Think about promotional items or give aways
- Invite the media to cover your event

1 Week
Finalize Plans

- Finalize agenda
- Contact speakers and those involved in the tour to confirm details
- Make arrangements for final meal numbers

Tour Week
Presentation & Safety

- Make your farm presentable for your guests
- Finalize your key messages and information to provide guests
- Ensure safety regulations are in place

Tour Day
Tour

- Emphasize the importance of Michigan Agriculture
- Stay on time and stay positive
- Allow time for question/answer period
- Ask participants to complete evaluation

1 Week After
Post Tour

- Send thank you notes
- Evaluate the tour
- Prepare a press release

The timeline provides a "snapshot" of conducting a farm tour. From the time you are asked to following up after the tour, consider these guidelines. Remember to adapt the timing to fit your needs and your tour.