

## CFS Side Event Guidelines to PSM Organizers

Thank you for volunteering to organize a Side Event during CFS October Plenary session. Side events are a great tool to highlight the work your organization is doing on agriculture, food security and nutrition issues with a targeted and multi-stakeholder audience of international experts. They are usually highly popular and well-attended during the CFS week. They are also in high demand with a limited number of allocated slots that need to be balanced by constituencies (PSM usually gets 3 or 4 slots). To make sure your event is approved and successful, IAFN prepared these guidelines and tips. We hope they will be useful for PSM members.

### 1. Process

Each year the PSM calls for suggestions from the private sector for side events. Since there are a finite number of slots, we use this as a chance to self-organise, select topics, and improve the odds of having private sector side events. This is an INTERNAL PSM process.

Afterward, selected events must still apply formally to the CFS. There are no guarantees. The PSM secretariat will do its best to advocate for those events selected through the PSM process. Applications are usually due in June or July, and notice of acceptance generally comes in August or September from the Secretariat.

### 2. CFS Side-event request form

When we make the internal PSM call for side-events, we asked you to fill out the CFS event form. It is very important that you use this format. The CFS only accepts them in this format. Even in the preliminary stages of design of your event, we highly recommend that you make the event description as detailed as possible, in particular by filling the sections on background and also the format and proposed speakers. The more precise you are, the more likely it will be that you get approved.

### 3. Side-event content

**Themes:** Side-events are more likely to be accepted if their themes fall under the mandate of the CFS (food security and nutrition) and follow in particular the workstreams being discussed during the CFS Plenary session of that particular year. Bear in mind that the themes you choose should resonate well with developing country perspectives. While the CFS has a global scope, it focuses on hunger and malnutrition, and is meant to improve the livelihood of the most vulnerable populations and the countries that are most at risk. We encourage you to contact IAFN or check the CFS website to see which themes are discussed: <http://www.fao.org/cfs/cfs-home/en/>

**Country host:** It is customary at the CFS to have a member state's Permanent Representative (usually an Ambassador or Alternate) hosting the side-events. We encourage PSM members to follow this approach as it is a great way to build stronger relationships with member states and inform them of the work the private sector is doing in addressing food security and nutrition. Keep in mind that member states are organized in the CFS/FAO in Regional Groups, with rotating chairs. These chairs are Ambassadors. They are

usually the most informed individuals on the CFS, thus active event chairs. They also have influence in the region they chair and can encourage their regional colleagues to attend the side-event. IAFN will help you identify the right individuals to invite if you are not familiar with the CFS structure.

**Speakers:** One of the distinctive features of the CFS is its multi-stakeholder nature, bringing the voices of not only governments but also many other actors: civil society, private sector and philanthropies, research, and international organizations. It is important that the speakers you select can demonstrate that they are affiliated to these constituencies. It will be highly valued by the CFS Secretariat and the Member States. The following are the official categories of the [bureau and advisory group composition](#) (click on link for updated list of member states that are members of the CFS bureau, more active in the process):

- Member States (including the 12 members of the Bureau)
- Members of the Advisory Group
  - UN Bodies
    - FAO (Food and Agricultural Organisation)
    - WFP (World Food Programme)
    - IFAD (International Fund for Agricultural Development)
    - Right-to-Food: Special Rapporteur on the right to food - Office of the High Commissioner for Human Rights
    - UN High Level Task Force on the Global Food Security Crisis
    - UN Standing Committee on Nutrition (SCN)
  - CSOs/NGOs: [Civil Society Mechanism](#)
    - International Agricultural Research Bodies: CGIAR Consortium
  - International Financial and Trade Institutions: World Bank
  - Private Sector/Philanthropic Foundations:
    - Bill & Melinda Gates Foundation
    - [International Agri Food Network](#)

You do not necessarily have to select speakers from the particular members of each of these constituencies that are part of the advisory group but it is recommended that you use the same denominations. For instance, you can invite an NGO with whom you work in a project, even though that NGO is not a member of the Civil Society Mechanism (CSM).

We highly recommend that you hold a briefing call with all the speakers and the country host a few weeks before the event to make sure that the presentations are not duplicative and complement each other well.

#### 4. Side-event format

Side-events are usually allocated 1.5 hours as either:

- Breakfast session: 8 to 9.30; (occasionally this is reduced to 60 minute slot – so check your assignment)
- Lunch session: 12.30 to 2pm; or
- Evening session: 6 to 7.30pm.

Because of the brief format, we advise the following:

- Maximum of 5 speakers (including chairs)
- Make sure speakers are presented and if not that their bios are available
- Keep presentations brief and pointed (max 15mn)
- Check all the slides before they are projected and be strict about their quality (visibility: font color, size; attractiveness: visuals vs. text; key messages)

- Keep enough time (20mn min) for Q&A with the audience (it is usually a very dynamic crowd)
- Check the mics before the start and connect with the hostesses who give them out during Q&A.

## 5. Audience and Etiquette

It is important to keep in mind that side-events are open to any and all who are in the FAO building. It will attract the hundreds of CFS registered participants, and also the FAO staff present in their offices. Make sure that your event is tailored for a very diverse but also very informed audience. You will be speaking to experts and practitioners who will likely ask pointed questions to your speakers. There may also be very diverse and controversial views in the audience. A spirit of cordiality and open-mindedness is encouraged but there may be palpable tension.

When Member States are present in the room, make sure to respectfully address them by the diplomatic protocol “Your Excellency” and acknowledge the country representatives in the room “Distinguished Delegates”.

## 6. Date and time allocation

The CFS secretariat will impose a date and time and will try to make sure that those do not change. Where possible they attempt to schedule side events with similar themes or organized by the same constituencies at different times.

## 7. Speaker registration

If the panelists or invited guests are not CFS delegates or staff, they will need to register so they can get in the building. We recommend that you have them register through the PSM, so make sure this is done ahead of time (as soon as their participation is confirmed). For this you will need their names, affiliations and a recent passport sized photo in jpg format to be uploaded here: <http://agrifood.net/events/event/60-cfs45-plenary-of-the-un-committee-on-world-food-security>

## 8. Refreshments

Side Event organizers are responsible for paying for catering. Catering is basic and occurs outside (not in) the meeting room. To ease coordination with FAO, the IAFN secretariat coordinates all orders and then bills out the individual amounts.

## 9. Publicity Material for Side Events

The information that was provided in the planning sheets will be used for the **Side Event Timetable and Side Event Brochure** which are produced in English only. Hard copies will be available in the Atrium and at the Document Desk. Electronic versions will be posted on the CFS website (example from past years: [www.fao.org/cfs/cfs43](http://www.fao.org/cfs/cfs43)).

Space for Side Event background information will be available in the **CFS Information Marketplace** during the week. Make sure you send any collateral material that you would like displayed at the marketplace to IAFN office at the FAO by September 31<sup>st</sup>. You can bring with you any supporting material that you will display in the meeting room. Space is limited so please only bring material that is relevant to your Side Event.

IAFN will also be promoting your event actively and will use several marketing documents:

- Flyers (to be distributed to CFS participants on site)
- Webpages
- Agendas (to be available in the room to your audience)
- Distribution lists (PSM lists)
- Social Media

To make sure that these materials are accurate, please make sure that your event title does not change; otherwise, there will be discrepancies between the official schedule and the invitations that will be sent out by IAFN. Please try to limit last minute changes to unpredictable occurrences. Feel free to share these material to your own networks to further disseminate your event.

## 10. Shipping policy for PSM

### Nature of the materials that may be shipped to the PSM Office

Items shipped to the Private Sector Mechanism office located at the headquarters of the Food and Agriculture Organization (FAO), in Rome, must be related to PSM activities. The Secretariat will not be responsible for any personal items sent to the office.

### Procedure before shipping material

Before shipping any items to the office, it is imperative to inform the PSM secretariat:

- Alice Giallombardo: [alice@emergingag.com](mailto:alice@emergingag.com)
- Ben Robinson: [ben@emergingag.com](mailto:ben@emergingag.com)

The following details must be provided:

- Tracking number
- Expected date of arrival
- Nature and number of items, and weight if appropriate

### Storage and return

Once arrived at the FAO, the sender must get in touch with the PSM Secretariat to organise how the shipment will be carried to the location where it will be used (in particular in the case of side-events).

The sender remains responsible for the material once it has arrived. They must organize its storage (permission may be granted to store some of it temporarily in the PSM office), disposal or return shipment.

The PSM Secretariat cannot be held responsible for the storage, move, re-use or return shipment of any of the material.

### Materials for side events during CFS week:

The items should arrive **at least one week prior** to the beginning of the CFS. We cannot guarantee that the secretariat team will facilitate the management of packages arriving during CFS.

### Mailing Address:

All items must be shipped to the following address:

PSM Private Sector Mechanism Office

E-125, ext. 52501  
Food and Agriculture Organization (FAO)  
Via Delle Terme di Caracalla  
Rome 00153  
Italy

### **11. Nameplates for panelists for Side Events**

A template for the nameplate for Side Event panellists is provided. Please print your nameplates in colour on A3 paper and bring them to the Side Event Room 15 minutes before the start. Plastic nameplate holders will be provided.

### **12. PowerPoint Presentations**

Please send all your speakers' presentations to the PSM Secretariat **a week before the CFS session**. If this is not possible, make sure to bring any PowerPoint presentations on a USB stick at least 15 minutes before the start of the event. A laptop and projector are provided. Make sure you test with the speakers all their presentations before the start of the event.

### **13. Photography and Social Media**

The official FAO photography service will dispatch a photographer to take pictures of your events. These pictures are available on the FAO website the day after the event. We encourage you to use those for your post-event communication. They are of high quality. You are free to live tweet during your side-event as long as you are conscious of the public nature of the event and are reasonable about positioning and messages. Feel free to use: @CFSupdates and #CFS45.

### **14. Interpretation**

Interpretation is available at a cost and must be requested directly through the FAO. If you have requested FAO interpretation, you will be charged even if you decide to cancel your side event.

### **15. Punctuality**

Please make sure that your side-event starts and ends punctually. Delegates are expected to be in the CFS Sessions on time and should not be delayed by side-events that over run their allotted time.

### **16. Attendance Sheets**

An FAO Messenger will be present at all side events to gather attendance information. The PSM Secretariat will distribute this information to side event organizers after CFS.

### **17. Reports**

A report from your event is required by the CFS Secretariat. A PSM Secretariat staff will draft a report and submit to you before it is submitted as final to the Secretariat.

We hope that you have a successful event,  
PSM Secretariat Team

## Example of a 1 pager side-event presentation

Dear participant,

Please join us for a side event on **Building Cohesion on Talent Development** at this year's CFS Plenary in Rome. The side event is jointly organized by the Private Sector Mechanism, GFRAS, Future Farmers Network and the Government of Switzerland.

With close to 40% of the global workforce, agriculture is the world's largest provider of jobs, employing over 1.3 billion people. Nevertheless, during the 20th century, the quantity of farmers has declined in every part of the world—from 35 to only 4% in developed nations between 1950 and 2010, and from 81 to 48% in developing countries. At the same time, there have been decreases in agricultural careers among scientists, extensionists, and teachers. A latent ageing of the agricultural workforce is a related emerging issue – the average age of farmers is now in the range of late-50s to early 60s in parts of Africa, the United States, Europe and Australia.

Considering that the world must feed over nine billion people by 2050, a 70% increase in global agricultural production is imperative. This scenario demands better knowledge, skills, and talent in agriculture. It demands people with adequate education and training who will be able to transform agriculture into a more productive, sustainable, competitive and efficient sector. It requires a greater labour force. Long-term sustainability in agriculture requires a locality-specific knowledge base, technical competence, and soft skills such as partnering and critical thinking.

This side event will look at the up-skilling and re-tooling of the current agricultural workforce with diverse and more holistic educational programs with a focus on preparing for the CFS in 2015.

### Agenda

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| <b>6pm</b>    | Opening and welcome by the Moderator: Swiss Secretary of State Mr Bernard Lehmann/Assistant Director General in charge of International Affairs, Mr Adrian Aebi |
| <b>6:05pm</b> | Presentation on KNOWLEDGE: Maria Helena Semedo, ADG FAO   |
| <b>6:10pm</b> | Presentation on FARMER PERSPECTIVES, Rajeev Chauhan, Himalayan Farmers' Organisation  |
| <b>6:15pm</b> | Presentation on EXTENSION Kristin Davis, Global Forum on Rural Advisory Services, South Africa  |
| <b>6:20pm</b> | Presentation on GENDER: Robynne Anderson, International Agri-Food Network   |
| <b>6:25pm</b> | Presentation on YOUTH: Georgie Aley, Future Farmers Network, Australia  |
| <b>6:30</b>   | Debate  |
| <b>7:25</b>   | Closing remarks   |