

CYNHADLEDD  
DARGANFOD  
ASAO 2019



2019 ASAO  
CONFERENCE  
OF DISCOVERY

## Sunday 3 November – Tuesday 5 November 2019

Hosted by the Royal Welsh Agricultural Society at the Royal Welsh Showground and the Metropole Hotel

2019 is the Year of Discovery here in Wales. The year to discover all that Wales has to offer. A perfect opportunity for us to discover more about ourselves, each other, our industry and the future.

## Conference Programme

### Sunday 3 November 2019 – at the Metropole Hotel

13.00	Arrival of delegates at the Metropole Hotel, Llandrindod Wells. LD1 5DY from 1pm. (lunch available for those who book)
13.45	Opening address – Steve Hughson
14.00	Welcome address from conference headline sponsors <b>David Morris, Welsh Government</b>
14.15	Session: 1 <b>Discover how others do it</b> What can agricultural shows learn from others? A key note address from <b>Peter Florence</b> , founder of the internationally renowned Hay Festival.
15.15	Session: 2 <b>Discover our next generation</b> Hear from <b>Wales YFC</b> and the <b>RWAS Future Generations Committee</b> on how to cater for, engage and encourage the next generation.
16.00	Welsh Afternoon Tea
16.30	Session: 3 <b>Discover how to embrace technology</b> Making the most of the current and future technologies during our events and within our showgrounds. Great advice from <b>Peter Williams</b> , Technical Relationship Manager for Welsh Government.
17.15	Summary & Close
	Briefing of Syndicate Chairs
19.00	Drinks Reception
19.30	Dinner – followed by the evening entertainment of a local Young Farmers Clubs performance & Y Twmpath

## Monday 4 November – at the Royal Welsh Showground

7.00	Breakfast
8.00	Bus leaves for Royal Welsh Showground (LD2 3SY) with grateful thanks to new Adventure Travel
8.30	Tradestands open, Tea & Coffee
8.55	Opening of the Conference – Mared R Jones
9.00	ASAO Update - Paul Hooper OBE
9.30	Session 4: <b>Discover inspiration</b> Triumph over adversity, a motivational talk from an inspirational individual, <b>Chris Moon</b> . The perfect start to a great day of learning.
10.15	ASAO Session: Watermelon Survey
10.40	Session 5: <b>Discover how to appeal to more</b> Maximizing wider tourism and business opportunities around your event by <b>Gwawr Price, Visit Wales</b>
11.00	Tea & Coffee
11.30	<b>Discover and share</b> Syndicate session 1, a chance to air our views, ask questions and share best practice, including a chance to meet the traders.
12.45	Lunch
13.45	Session 6: <b>Discover more about governance</b> A chance to learn more about governance and compliance, meeting our charitable objectives and the responsibilities of our trustees, by <b>Sarah Case</b> , Baldwins.
14.30	Session 7: <b>Discover the great debate: 'Is it the role of Agricultural Societies to educate the public?'</b>
15.30	Tea & Coffee
15.45	<b>Discover and share</b> Syndicate session 2, a chance to air our views, ask questions and share best practice.
16.30	Session 8: <b>Discover 'Cows on Tour'</b> Hear how a group of hardworking individuals have come together and created an excellent way to deliver the 'farming story' to the wider audience.
17.15	A note from the Royal Agricultural Benevolent Institution – Linda Jones
17.25	Summary & Close Return to Metropole Hotel with grateful thanks to New Adventure Travel
19.00	Drinks Reception - accompanied by Harpist, Joy Cornock Evans
19.30	Gala Dinner – followed by a performance by Builth Wells Male Voice Choir followed by The Celtic Roadshow Disco

## Tuesday 5 November – all at Metropole Hotel

7.00 onwards	Breakfast
9.00	<p>Session 9:</p> <p><b>Discover sponsorship</b></p> <p>Hear how to attract and retain sponsors and how to work together to get the most out of a successful partnership.</p>
9.45	<p>Session 10:</p> <p><b>Discover how to engage</b></p> <p>Find out how we can help overcome the ‘disconnect’ between the public and the agricultural industry by <b>Anna Jones, Nuffield Scholar</b> and founder of <b>Just Farmers</b>.</p>
10.30	Tea & Coffee
11.00	<p>Session 11:</p> <p><b>Discover how to be greener</b></p> <p>Hear from Chief Executive of the <b>National Eisteddfod</b> (a national festival celebrating the culture and language in Wales), <b>Betsan Moses</b>, who has implemented a ban on all single-use plastics at the annual event.</p>
11.45	<p>Session 12:</p> <p><b>Discover the benefits to research</b></p> <p>Catch up with the work of <b>Caroline Westwood</b> of <b>Sheffield Hallam University</b> and find out more about her latest project involving agricultural shows.</p>
12.00	Closing remarks & hand over to the Royal Cornwall Agricultural Association
12.30	Takeaway Lunch

*\*Please note that this agenda may be subject to change*

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