

NTHRYS WORKSHOPS.

Stakeholder Engagement and Extension Planning Workshop

[Workshop Index](#) [Duration: 3 Days](#)

Use the index to navigate the workshop sections and open quick reference modals for scope, audience, outcomes, delivery, policies, and FAQs.

[Quick Summary](#) [Overview & Outcomes](#) [Agenda & Hands-on](#) [Deliverables & FAQs](#)

[Quick View](#) [Who Should Attend](#) [Outcomes](#) [Delivery](#) [Policies](#) [FAQs](#)

[Quick Summary](#)

[Extension Strategy](#) [Three Day Format](#) [Adoption Focus](#)

Core Stakeholder Engagement Principles for Plant Health Outreach

Understand how stakeholder engagement supports knowledge transfer, trust building, and field-level adoption in plant pathology programs.

[Knowledge Transfer](#) [Trust Building](#)

Review extension planning fundamentals including audience mapping, communication objectives, outreach channels, and engagement timing.

[Audience Mapping](#) [Outreach Channels](#)

Examine how participatory approaches, demonstration-led communication, and feedback loops improve relevance and

stakeholder confidence.

Participatory Approaches **Feedback Loops**

Build awareness of farmer groups, extension personnel, industry partners, and community actors involved in plant health communication.

Farmer Groups **Industry Partners**

Understand the value of structured messaging, field evidence communication, and follow-up mechanisms in extension success.

Structured Messaging **Follow Up Mechanisms**

Strengthen outreach planning for plant pathology teams working to translate research into practice and field solutions.

Outreach Planning **Field Solutions**

Overview

Plant Pathology **Extension Training** **Collaboration Focus**

Workshop Overview and Learning Outcomes

Learn how to plan stakeholder engagement pathways that connect plant pathology knowledge with real-world field adoption goals.

Engagement Pathways **Adoption Goals**

Understand how extension messages, communication sequencing, and audience-specific framing influence outreach effectiveness.

Communication Sequencing **Audience Framing**

Recognize the importance of needs assessment, stakeholder priorities, local relevance, and practical demonstration in extension design.

Needs Assessment **Local Relevance**

Develop awareness of collaboration models across researchers, extension workers, producer groups, and implementation partners.

Collaboration Models **Implementation Partners**

Build confidence in designing extension activities that support dialogue, learning retention, behavior change, and solution uptake.

Learning Retention **Solution Uptake**

Gain practical understanding of how engagement strategy improves plant disease management awareness and translational impact.

Disease Management **Translational Impact**

Agenda

Hands On Review **Three Day Format** **Applied Learning**

Agenda Flow and Hands-on Components

Day 1 introduces stakeholder categories, outreach intent, audience profiling, extension pathways, and communication planning principles.

Audience Profiling **Communication Planning**

Day 2 covers message development, demonstration strategy, participatory outreach, feedback collection, and engagement sequencing.

Message Development **Participatory Outreach**

Day 3 focuses on follow-up design, adoption tracking, extension review, reporting summaries, and collaborative implementation planning.

Adoption Tracking **Implementation Planning**

Hands-on components include mapping stakeholder groups, identifying communication gaps, refining outreach messages, and improving extension pathways.

Communication Gaps **Extension Pathways**

Interactive review highlights how engagement quality affects stakeholder trust, participation levels, adoption readiness, and field relevance.

Participation Levels **Adoption Readiness**

Participants consolidate learning through practical review of extension strategy models for plant health and disease management programs.

Strategy Models **Disease Management Programs**

Deliverables

Engagement Guidance **Awareness Outcomes** **Reference Support**

Deliverables, Support Material, and Frequently Asked Questions

Participants receive guidance on engagement planning, audience mapping, extension messaging, and outreach follow-up logic.

Audience Mapping **Outreach Follow Up**

Reference support emphasizes communication quality, demonstration relevance, feedback use, and adoption-oriented extension practices.

Feedback Use **Extension Practices**

The workshop is relevant to plant pathology researchers, extension staff, outreach coordinators, producer-facing teams,

scholars, and technical personnel.

Extension Staff **Outreach Coordinators**

FAQ topics address beginner suitability, stakeholder mapping depth, extension formats, feedback handling, adoption measures, and collaboration scope.

Beginner Friendly **Adoption Measures**

Additional discussion clarifies how strategic engagement improves trust, communication reach, extension effectiveness, and stakeholder response.

Communication Reach **Stakeholder Response**

Participants finish with stronger understanding of stakeholder engagement and extension strategies for plant pathology initiatives.

Extension Strategy **Plant Pathology Initiatives**

Quick View **Who Should Attend** **Outcomes** **Delivery** **Policies** **FAQs**