

The Grower Meeting Planner

Everything you need to plan, invite, run, and follow up on a grower meeting. Print it, fill it in, and hand it to whoever owns the event.

Your list.

You choose who's invited, and every name in the room is one you can call next week.

Your room.

No other booth next door. For an evening, you have their full attention.

Your message.

One topic, one next step, and your name first on everything they see.

1. Plan it

Fill this in first

The one goal

What has to be true after this meeting?

- ☐ Current customers ☐ Growers who don't buy from us yet ☐ Service customers
- ☐ One crop or county ☐ Young or beginning growers

Who it's for

The topic

One subject growers would give up an evening for

The next step

The one thing you'll ask them to do

Date and time

Where

Food

Who's speaking

Headcount goal

Budget

Who owns it

Co-op eligible?

☐ Yes ☐ No ☐ Check

PICK THE DATE AROUND THE FARM YEAR

Stay clear of planting and harvest. The weeks between harvest and spring work are usually best. Evenings after chores or a working lunch tend to draw better than mid-afternoon, and a meal helps. Check the calendar for county fairs, ballgames, and church nights before you lock it in.

2. Countdown checklist

Check it off as you go

WHEN	WHAT	WHO
6 weeks Out	☐ Set the goal, topic, and next step on page 1 ☐ Book the room and the food ☐ Line up your speaker. A grower or your own service lead counts. ☐ Set the budget and check whether co-op can help	
4 weeks Out	☐ Build the invite list: customers, prospects, and neighbors ☐ Mail or hand out the invitation with your name first ☐ Post it on your Facebook page and Google profile ☐ Ask every employee to personally invite five growers	
2 weeks Out	☐ Call or text everyone on the list who hasn't answered ☐ Confirm the speaker and what they'll cover ☐ Print the sign-in sheets and name tags ☐ Pick a door prize that gets used in the cab or the shop	
1 week Out	☐ Send a reminder text with the date, time, and place ☐ Give the caterer a final headcount ☐ Walk the room: chairs, screen, sound, parking, and signs	
Day of The meeting	☐ Set up an hour early. Put your sign out by the road. ☐ Have someone at the door with the sign-in sheet ☐ Start on time, keep it short, and leave time for questions ☐ Ask for the one next step before anyone leaves ☐ Take photos, with permission	
Within a week After	☐ Send a thank-you text or email to everyone who came ☐ Call everyone who asked for a follow-up ☐ Post a photo and a thank-you on your Facebook page ☐ Fill in the debrief on page 4 while it's fresh	

3. Run of show

About 90 minutes

A sample evening meeting. Change the times to fit yours, but keep the shape: food first, a short program, and plenty of time to visit.

TIME	WHAT	NOTES	WHO
5:30	Doors and supper	Greet everyone by name. Sign-in at the door, before the food line.	
6:00	Welcome	The owner or manager, five minutes. Thank them for coming and say why you called the meeting.	
6:05	The main topic	Twenty to thirty minutes on the one topic. Real examples from your area beat slides.	
6:35	Grower questions	Let the room talk. The best questions often come from neighbors.	
6:55	The next step	Ask for the one thing on page 1: a service booking, a field visit, a quote, or a demo.	
7:00	Door prize	Draw from the sign-in sheet, so everyone signs in.	
7:05	Visit	Keep your crew on the floor. This is where the follow-ups start.	

Day-of setup

Before the doors open

- ☐ Your sign by the road and on the door
- ☐ Sign-in table at the entrance
- ☐ Name tags and pens
- ☐ Screen, sound, and a test run
- ☐ Your crew in shirts with your name
- ☐ Handouts with your phone number
- ☐ Door prize and a box for the drawing
- ☐ Someone assigned to take photos

PUT YOUR NAME FIRST

This is your room. Your dealership's name belongs in the primary position on the invitation, the sign by the road, the name tags, and the handouts. The lines you carry can sit right beside it.

HOSTED BY

EVENT

DATE

Thanks for coming. Please sign in.

	NAME	FARM OR BUSINESS	PHONE	EMAIL	WHAT SHOULD WE COVER NEXT TIME?	CALL ME
1						☐
2						☐
3						☐
4						☐
5						☐
6						☐
7						☐
8						☐
9						☐
10						☐
11						☐
12						☐
13						☐
14						☐
15						☐

We'll use your information to follow up on this meeting and to invite you to future events. We won't sell it or share it.

5. What to say

Copy, edit, and send

INVITATION (MAIL, FLYER, OR FACEBOOK)

Your dealership Grower Meeting: Topic

Day, date · Supper at 5:30, program at 6:00 · Place

Join your neighbors for supper and a straight conversation about topic. No cost, and no sales pitch. Call or text phone to save a seat.

INVITE TEXT

Hi name, it's your name at dealership. We're hosting a grower supper on date at time to talk about topic. Can I save you a seat?

REMINDER TEXT (1 WEEK OUT)

Hi name, a reminder that our grower supper is day at time at place. Looking forward to seeing you. Reply if anything changes.

THANK-YOU TEXT (NEXT DAY)

Thanks for coming last night, name. If anything from the meeting is worth a closer look on your place, call me at phone.

FOLLOW-UP CALL (WITHIN A WEEK)

"Thanks for coming to the meeting. You checked that you'd like a call. What caught your attention, and what would help most right now?"

Debrief

Fill in within a week

How many came? _____

How many were new? _____

Follow-ups asked for _____

Next steps taken _____

Best question asked _____

Change next time _____

Next meeting topic _____

Want help planning your next one?

Tell me your goal and your growers, and I'll help you shape the topic and the invitation. No pitch, just a straight answer.

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