

Workshop: Knowledge Transfer – Best Practice

8 April 2008, London

This one-day workshop, held at the Society of Chemical Industry in London on 8th April, aimed to discuss the current best practices in knowledge transfer (KT) and explore the opportunities arising with new technology for developing communication channels.

The morning was opened by Andrew Cragg, farmer and chair of HGCA's Knowledge Transfer Group, who set out to outline the challenges of delivering information to the agricultural sector. Key factors included the time pressure farmers experience when dealing with a huge amount of information.

Patrick Goldsworthy provided an insight into his experiences of delivering KT from the Voluntary Initiative. Delivering messages from large research projects posed more complex problems and relied on a great deal of industry buy-in to help promote message uptake.

Andy Offer, ADAS, presented the changes in IT capability on farms over the past 20 years and what lessons could be learnt for the future. Access to computers on farms and the availability of broadband has certainly increased, but there will always be limits to uptake. There may be other technologies that may provide greater benefits, such as text messages.

The afternoon was dedicated to discussion and exploring all these issues in more detail. 'Best practice – making your communication worthwhile' raised many issues surrounding the identification of relevant information,



Farmers at Boxworth. Reproduced by kind permission of HGCA

how research results are interpreted and how to reach the decision maker.

'New technologies for KT – opportunities and challenges' identified that communicators are starting to try new forms of communication, including podcasts and videocasts. How successful these tentative steps are is unclear, but with careful targeting new audiences can be reached, and current audiences can be more in control of how and when they receive the information they want.

The workshop provided a forum for the sharing of ideas and practices used by those in attendance – a worthwhile experience for KT practitioners.

Elizabeth Gray, July 2008.

Notice of Non-AAB Conferences

41st Annual Meeting of the Society for Invertebrate Pathology (SIP) and the 9th International Conference on *Bacillus thuringiensis*. 3-7 August 2008. University of Warwick. www.sipweb.org

9th International Congress of Plant Pathology - ICPP 2008. 24-29 August 2008, Turin, Italy.

Website: www.icpp2008.org

Ento 08. 3 September 2008. Royal Entomological Society. University of Plymouth. www.royensoc.co.uk

SEB Plant Symposium / GARNet2008 8-10 September 2008. Nottingham University. www.sebiology.org/meetings/notts08/plant.html

SGM 163rd Meeting. 8-11 September 2008. Harrogate. E-mail: meetings@sgm.ac.uk. www.sgm.ac.uk

EUCARPIA 18th General Congress - Modern Variety Breeding for Present and Future Needs. 9-12 September 2008. Valencia, Spain. www.eucarpia.org

10th ESA Congress 15-19 September 2008. Faculty of Agriculture, Bologna, Italy. www.esagr.org/structure/

19th New Phytologist Symposium. 17-20 September 2008. Oregon, USA. www.newphytologist.org

RSC - Chemistry in the New World of Bioengineering and Synthetic Biology. 22-24 September. Oxford.

International Banana Conference. 5-9 October 2008. Mombasa, Kenya. www.banana2008.com

Third Annual Biocontrol Industry Meeting (ABIM-Lucerne). Lucerne, Switzerland. www.abim-lucerne.ch

Earthwatch - Shrinking habitats, species survival 16 October 2008. London

ISAFRUIT Forum. 28 October 2008. Brussels. www.isafruit.org

10th International Symposium on the Biosafety of Genetically Modified Organisms (ISBGMO).

16-21 November 2008. Wellington, New Zealand.

8th Australasian Plant Virology Workshop. 19-22 November 2008. Roturua, New Zealand

BSPP Meeting: Cereal Pathosystems. 16-17 December 2008. Queen Mary's College, London.

Food Allergy: a global perspective. 17 February 2009 Euroscion, Biopark, Hertfordshire.

EWRS III Weeds and Biodiversity 12-13 March 2009. Lleida. Spain

BSAS Annual conference. 30 March - 1 April 2009. Southport.

SGM 164th Meeting. 30 March - 2 April 2009. Edinburgh. www.sgm.ac.uk

BES Annual Symposium. 20-22 April 2009. Aberdeen.

SEB at Glasgow 2009. 28 June - 1 July 2009.

Ento '09 - RES Symposium on insect infection and immunity & RES Annual Meeting. 15-17 July 2009. Sheffield.

Further info & links to the conferences of other Societies are available on our website www.aab.org.uk