

## RUFORUM 13<sup>th</sup> Annual General Meeting (AGM)

Dates: 25<sup>th</sup> to 27<sup>th</sup> October 2017

Bingu International Conference Centre, Lilongwe, Malawi

### Exhibition and Poster Display Concept Note

**Introduction** Exhibitions are an enormously important part of the marketing activities of the RUFORUM Network. They serve as an influential platform for universities, professionals and industry experts to come together, share information and build long-lasting business relationships. Due to the size, scope and multi-stakeholder presence at RUFORUM events, exhibitions have a strong impact on the economic, social, cultural, political and environmental aspects.

The RUFORUM AGM is the supreme decision making organ of the RUFORUM Network; it oversees Network interventions and performs functions as deemed relevant for the achievement of RUFORUM objectives. Since 2005 when the first RUFORUM AGM was held, the AGM has evolved into a valuable convening event that provides a platform for RUFORUM members and Governance Organs (the Board and its committees-the International Advisory Panel; the Technical Committee and the Committee of Principals and Deans). The AGM also provides a forum for RUFORUM member universities to share and learn from non-member universities as well as key stakeholders in higher education and agricultural development who are normally invited to attend as observers or partners.

The Exhibitions at the RUFORUM AGM presents a great opportunity to all RUFORUM stakeholders to showcase cutting edge innovations, products, entrepreneurship skills and services. The RUFORUM AGM also presents an opportunity to share research and innovative interventions in the Agricultural and Higher Education sectors. In addition to the exhibitions, there will be dedicated Poster Session that will feature discourse on topical issues in line with the overall AGM theme and sub-themes. The Poster displays session provide a snapshot of the key developments and challenges in higher agricultural education. This year's exhibition will focus on products and services in Malawi as part of RUFORUM's role in Country profiling.

<b>Purpose of the exhibition</b>	To provide a designated platform and informal, interactive environment for academia, farmers, the private sector, and development partners to showcase cutting edge innovations, business related products and services that have made remarkable differences in institutions as well as in lives of the communities they serve.
<b>Objectives of the Exhibition</b>	<ol style="list-style-type: none"> <li>1. To provide an interactive platform for sharing knowledge and ideas on advancing higher education and agricultural development in Africa.</li> <li>2. To showcase current and potential contribution of universities and other stakeholders to government, policy makers, farmers (community) development partners and private sector</li> <li>3. To provide a platform for Networking among stakeholders at the AGM</li> </ol>
<b>Approach and methodology</b>	<ol style="list-style-type: none"> <li>1) This AGM exhibition is special in a way that that it has been combined with students and researcher's project poster display.</li> <li>2) A special time slot will be allocated in the main conference programme for the official opening of the exhibition by one of the high profile guests.</li> <li>3) Additional conference activities will be carried out in the exhibition area to attract the participation of the delegates.</li> <li>4) The conference organisers will integrate social media reporting with the exhibitions to enhance visibility and sharing of key messages beyond the on-site conference.</li> <li>5) Prior to the conference, all interested exhibitors will be requested by the RUFORUM Secretariat coordination team to provide a profile of their exhibitions using a given template. This aims at profiling the exhibiting institutions.</li> </ol>
<b>Convenor and Contact Persons for the RUFORUM 13<sup>th</sup> AGM</b>	<ol style="list-style-type: none"> <li>1. At least 10 exhibitions displayed onsite with over 800 views from participants</li> <li>2. At least 30 student/researchers posters displayed</li> <li>3. Over 10,000 online views of the exhibition, including social media</li> <li>4. A profile of all exhibitor profiles published</li> <li>5. Increase in networking and interaction between the institutions exhibiting and the over 250 meeting delegates</li> </ol>

**Venue and participants** To maximise viewership, the exhibition will be strategically located at the RUFORUM AGM venue: Bingu International Conference Centre, Lilongwe, Malawi. Exhibitors will include a range of RUFORUM partners including the member Universities, farmers, development partners, private sector institutions, civil society and policy actors.

**Exhibition organizers and contact** The Regional Universities Forum for Capacity Building in Agriculture (RUFORUM)  
P.O Box 16811 Wandegaya - Kampala, Uganda  
Tel: +256-417-713-300 (Office)  
Contact: Mr. Henry Massa (h.massa@ruforum.org and Ms Joan Apio j.apio@ruforum.org)

#### Programme

Date & Time	Activity	Responsible
8 <sup>th</sup> September, 2017	Sharing out of the Exhibition CN to the LOC	Joan /Henry
29 <sup>th</sup> September, 2017	Deadline for Submissions to Secretariat	Exhibitors
6 <sup>th</sup> October, 2017	Develop the Exhibition Booklet / Profile	Joan /Henry
Sunday 22 <sup>nd</sup> October 8:00 – 17:00	Set up of exhibition and poster display	All exhibitors
	Registration of exhibitors	Henry/Joan
Tuesday 24 <sup>th</sup> October 09:00	Official opening of the exhibition by xxx	Henry/Joan
Monday 23 <sup>rd</sup> – Friday 27 <sup>th</sup> October 8:00 – 17:00	Viewing of the exhibition by delegates	All delegates
Friday 21 October 17:00	Close of exhibition	Henry/Joan, All exhibitors
Post-Exhibition	Evaluation of exhibition by meeting participants	Waswa Moses