

Livestock Summit Event Planning Guide

1. Purpose & Goals

- **Purpose:** Strengthen youth knowledge in livestock selection, nutrition, showmanship, and carcass evaluation.
 - **Goals:**
 - Provide hands-on learning for 4-H exhibitors.
 - Foster community partnerships.
 - Increase Farm Bureau visibility and support its mission of advocacy, education, and service.
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2. Planning Timeline

December (3 months prior):

- Form planning committee (3-4 members + minimal admin support).
- Outline event format and objectives.
- Secure venue (partner with fair association for indoor livestock barn).

January (2 months prior):

- Confirm date and location.
- Develop station content and skill-a-thon format.
- Secure partners and sponsors.

February (1 month prior):

- Recruit expert presenters for beef, swine, sheep, goats, nutrition, and meats.
- Launch event promotion (flyers, social media, newsletters).
- Open registration (JotForm or similar).

March (Event Month):

- Order T-shirts and supplies.
- Finalize meal plan and logistics.
- Confirm presenters and volunteers.

- Host event.
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3. Budget & Resources

- **Venue:** Secure free through fair association.
 - **Food:** Partner with county livestock association.
 - **Supplies:** T-shirts, AV equipment, livestock for stations.
 - **Funding:** Seek sponsorships and partnerships to minimize costs.
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4. Event Structure

- **Registration & Welcome:**
 - Pre-registration closes 10 days prior.
 - Provide T-shirts at check-in.
 - Divide youth into small groups with assigned guides.
 - **Educational Rotations:**
 - Six stations: Beef, Swine, Sheep, Goats, Nutrition, Meats.
 - Use live animals and consistent skill-a-thon-based outline.
 - Include parents in learning.
 - **Meal & Closing:**
 - Serve burgers and sides.
 - Skip post-meal activities (lesson learned from first event).
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5. Volunteer Roles

- Registration and check-in.
- Group movement and station coordination.
- Presenter support.
- Meal preparation and logistics.

6. Promotion & Outreach

- Flyers via Extension.
- Social media posts.
- Direct invitations through 4-H leaders.
- Newsletter announcements.

7. Evaluation & Continuous Improvement

- Post-event survey for parents and participants.
- Review feedback to adjust content and format annually.
- Consider adding value (e.g., YQCA certification segment).

8. Key Contacts

- Committee Members: Ashley Goodman, Kayla Lock, Brandon Kerwin
 - Partners: Fair Association, County Livestock Association, Extension Services.
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