

ENRD Workshop on NRN Communication

Agenda

1 June 2018

Prague, Czech Republic

Background

The workshop reflects the need for communication-related peer-to-peer learning and knowledge sharing that has emerged as a significant topic of interest for many NRNs.

Objectives

The workshop aims to bring together NSU colleagues dealing with communication activities in support of Rural Development policy across the EU and seeks to:

- Exchange knowledge and experience;
- Share good practices, new ideas and inspiring examples; and
- Encourage joint initiatives for more effective communication.

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Timing 🕒	Agenda item 📅
8.30-9.00	Registration
9.00-9.05	Introduction to the day
Morning session: New ideas and inspiration	
9.05-10.50	Innovative communication practices & tools
10.50 – 11.10	<i>Coffee break</i>
11.10 – 12.00	Engaging the online community
12.00 – 13.00	Sharing practices across EU
13.00 – 14.00	<i>Lunch</i>
Afternoon session: Building future actions	
14.00 – 15.15	Parallel working sessions <ul style="list-style-type: none"> • Target groups & how to reach them • Creative audio-visual communication • Digital communication: website & social media • Events
15.15 – 15.30	Feedback from working sessions
15.30 – 16.00	<i>Coffee break</i>
16.00 – 17.00	Joint communication activities and initiatives
17.00 – 17.30	Wrap-up & next steps