



# Webinars on rural topics

## Swedish Rural Network support unit

'Landet Lär': a series of webinars (online seminars) with experts on rural development topics and Q&A sessions aimed at reaching target audiences with specific content ranging from integration, to clean energy, to CAP and municipal transports, to farming.

The webinars are managed by the NSU (using Adobe Connect) and are intended to quickly and easily reach a wide audience on topics suggested by the NRN's thematic groups and steering committee.

They are promoted and disseminated through targeted mailings via the webinar tool, as Facebook events and through paid campaigns a week before being broadcast. Additionally, they are promoted on Twitter and Instagram.



## Target audience

NRN members and organisations (and their members), representatives of government and public authorities, and a broader interested audience.

## Results

To date, seven webinars have been broadcast with the possibility of 100 participants to join each one. The webinars have attracted 527 attendees, an average of 75 people per webinar.

Evaluation forms at the end of each webinar reveal that 69% of participants feel their knowledge on a topic has increased.

## Find out more

Ingrid Whitelock

✉ [Ingrid.whitelock@jordbruksverket.se](mailto:Ingrid.whitelock@jordbruksverket.se)

➔ <http://www.landsbygdsnatverket.se/landetlar>

Funded by the

