



ENRD Workshop on Digital Communication

Agenda

16 June 2020

Online Workshop

Background

A one-day workshop focused on digital communications is designed to support NSUs to fulfil their tasks related to the NRN objectives of 'increasing the involvement of all stakeholders' and 'informing the broader public'. This core part of all NSUs daily work has a special importance in the framework of the preparation of the future national CAP Strategic Plans and national CAP networks, and in the light of the recent adaptation of networks' working practices as a result of COVID-19.

This workshop develops further on joint activity on NRN Communication organised by the CP for NSUs in June 2018, but now with a specific focus on digital tools and methods for stakeholder interaction and sharing of information.

Objectives

The workshop aims to bring together NSU representatives and provide them with a common space to exchange on:

- The digital tools they are using to exchange within the NSUs and with stakeholders;
- Methods of digital consultation and engagement;
- Methods of wider digital dissemination to a broader range of stakeholders; and
- recent experiences of digital networking in context of Covid-19

Timing 🕒	Agenda item 📄
9.30 – 10.00	Online registration of participants
10.00 – 10.15	Introduction to the workshop
Morning session: Exchanging experience and expertise in online meetings and events	
10.15 – 10.55	NRN experiences and success stories <ul style="list-style-type: none"> - Presentation of differing formats and key learning - Q&A
10.55 – 11.15	Professional hints and tips for online hosting
11.15 – 12.30	Breakout groups; discussion and trial of online discussion formats
12.30 – 13.30	<i>Lunch</i>
Afternoon session: Consultation, engagement and dissemination	
13.30 – 14.15	Methods of presentation and engagement online – virtual round table <ul style="list-style-type: none"> - How to: ideas and social media - Successful examples
14.15 – 14.45	<i>Coffee break</i>
14.45 – 15.25	Working session <ul style="list-style-type: none"> - Workshop on creating online stories, campaigns and messages, including consultation.
15.25 – 16.00	Feedback and summary