

DRAFT AGENDA

National Rural Networks – 6th meeting, 16-17 September 2009

*Premises of the Hungarian NRN: Vajdahunyad Castle (Vajdahunyad vára),
City Park, 14th District- Budapest*

16 September 2009: NRN Meeting

9.30 – 10.00 Registration

Communication strategies and tools: a key component of NRN capacity building

10.00 – 10.20 Welcome and Introduction:

- Welcome by the Hungarian NRN (Ferenc Glatz, President of the HNRN)
- Introduction to the day's proceedings by the EN RD Contact Point

- Introduction of the Hungarian National Rural Network (András Pásztóhy Secretary- General).

10.20 – 10.45 Presentation of EN RD/CP Information and Communication Action Plan and related tools: key features and challenges of a multi target group strategy
by the EN RD Contact Point

10.45 – 11.30 Presentations of 2 NRN Communication Strategies
2-3 NRN representatives: To be defined: as examples, could be by the HU and DE or IT and EE networks

11.30 – 11.45 Discussion between participants and exchanges of views

11.45 – 12.00 Coffee break

12.00 - 13.15 Round Table (followed by general discussion): Overview presentation of experiences communication strategies/tools/methods: some approaches and initial learning lessons *by NRNs*

Potential communication objectives and challenges to be considered by NRNs

- Networking and establishment of **links across rural development axes**
- Develop **tailored communication tools considering the various groups/levels of rural development stakeholders**, their priorities and related needs
- Consider **experience and background of a variety of relevant networks** (Leader, SME's, etc) and related needs to reach successful communication and networking
- Raising the awareness about the existence of the NRN and establishing a **service offer that is needs-driven and solutions-oriented**
- Evaluation of communication strategies

Moderator: *EN RD Contact Point*

Round Table Panelists: To be clarified: 4 experiences based on a common template of points to be defined by the CP: 7.5 minutes each

13.15 – 14.30 Lunch

14.30 – 14.45 Brief overview of key issues presented and discussed during the morning sessions

NRN Forum

14.45 – 16.00 Discussion within Working Groups on specific topics suggested by NRNs¹
Examples of Working Groups to be further confirmed: thematic cooperation and good practices

16.00 – 16.15 Summary of overall lessons learnt on key communication issues faced at EN RC/CP and NRN level: towards better synergies
Working Groups' rapporteurs

16.15 – 16.30 Further actions
by the EN RD Contact Point

The working language of this meeting will be in English.

From 19.00 Social event and buffet dinner

17 September 2009: Technical Workshop: Use of EN RD/CP web-based materials²

8.45 – 9.00 Welcome and Introduction
by the EN RD Contact Point and the Hungarian NRN (who host the meeting)

9.00 – 11.30 Thematic sessions (within which there are presentation by NRNs and the CP, and discussion)

Potential thematic sessions to be considered by NRNs

- Website structure and functionalities;
- Projects/LAGs databases
- Transnational Cooperation Tools e.g. Partner Search Tool
- Other tools developed by NRNs

11.30-12.00 Brief overview of key points presented and discussed during the thematic sessions
by the EN RD Contact Point

12.00 Closure of the Technical Workshop and departure for field visits.

¹ Based on previous surveys addressed to NRNs and last consultation by e-mail.

² May be on a limited scale depending on NRNs' interest and technical staff of the networks.