



**GUIDANCE SHEET 2**

## **HOW TO ENGAGE WITH STAKEHOLDERS BEFORE A SHERPA MAP EVENT?**

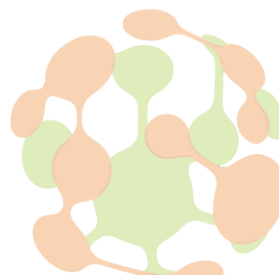
Engaging stakeholders not only at a SHERPA MAP event or after it, but also before the event is held is a good strategy to increase the impact of a meeting. A first way to do it for SHERPA MAP Facilitators and Monitors is to involve target stakeholders in the preparation of the event, notably for the selection of the topics that will figure in the event agenda. The first proposed approach to assist MAP Facilitators and Monitors in identifying the relevant topics for a MAP event consists of three steps as follows.

- First, a message should be sent to target participants with a short introduction to the MAP event's objectives, and an illustrative list of topics. The message should explain for target participants that at the event they will get the chance of developing with the help of other peers a series of topics, integrating their own experience and needs into the areas of work of the MAP.
- Next, to ensure that the MAP event is demand-driven, target participants should be invited to indicate a preference of topics that they would like to develop at the MAP event, choosing from a list of options indicated in the message.
- Moreover, target participants should also be informed that their feedback will be considered to define the topics selected for the discussions at the event.

This approach makes it easier for SHERPA MAP Facilitators and Monitors to:

- understand which topics are a priority for the target audience;
- fine-tune the event agenda, taking into account the feedback collected from the target participants;
- increase interest from relevant stakeholders in the event;
- increase the quality of stakeholders' participation;
- increase the quality of the discussions and of the interactions with stakeholders;
- increase stakeholder engagement during and after the MAP event.

Another effective way for raising the interest of target stakeholders in a MAP event and increase their engagement in it is to ensure that they come prepared at the event and with useful ideas and topics to discuss, thus making the overall knowledge exchange more effective and interactive. This can be achieved again through focused communication prior to the event. Examples of communication tools that can be used for that purpose are:



- briefings introducing the event, its topics and / or speakers;
- relevant publications covering the topics proposed in the agenda to stimulate target participants with prior reading;
- thematic surveys to provoke debates and reflection that can continue at the event;
- social media posts stirring the interest of target participants in the event and create online discussions likely to be further developed at the event.
- Articles on traditional media.