



# How to engage with stakeholders before a SHERPA MAP event?

To increase the impact of a meeting, SHERPA MAP Facilitators and Monitors should involve target stakeholders in the preparation of the event, notably for the **selection of the topics** to be addressed.

## Identifying the relevant topics:

Send a message to target participants with a short introduction to the objectives, and an illustrative list of topics.



Invite participants to indicate a preference of topics they would like to develop at the MAP event, by choosing from the sent list of options.



Inform target participants that their feedback will be considered to define the topics selected for the discussions.



1. Understand which topics are a priority.
2. Fine-tune the event agenda.
3. Increase interest from relevant parties in the event.
4. Increase the quality of the discussions and the interactions as well as the stakeholders' participation.
5. Increase stakeholder engagement during and after the MAP event.

**EASIER FOR SHERPA MAP FACILITATORS AND MONITORS TO**

## Ensure an effective and interactive knowledge exchange through focused communication:

- Briefings introducing the event, topics and speakers.
- Relevant publications on the topics proposed in the agenda to stimulate prior reading.
- Articles on traditional media.
- Thematic surveys to provoke debates and reflection.
- Social media posts stirring the interest of target participants in the event and create online discussions.

