



How to communicate with participants after a SHERPA MAP event?

Once a SHERPA MAP event is over, **the most important part is follow-up**. Throughout this action, you can see which stakeholders are **the most engaged**, how their engagement level has changed, and which MAP Facilitators and Monitors should **prioritise time** for the next steps – whether it is to book a meeting or to invite them to a future MAP event.

What are the basic elements of a successful post-event communication?

1. Thank you **email** to all participants who attended the event.
2. Send an email to no-shows sharing some content about what has happened.
3. Share relevant content: proceedings of the event, speakers' presentations, list of participants, photos, videos, information on the next steps (new MAP event dates, discussions, topics to address, and more.).

Important to share the link to register to the SHERPA Newsletter, as well as the link to the SHERPA Blog

4. Send a post-event **assessment form**.
5. Follow up in person, if possible, with those participants who seemed more engaged at the MAP event, to show them that their commitment is appreciated.

And with other relevant audiences?

