

Workshop 2

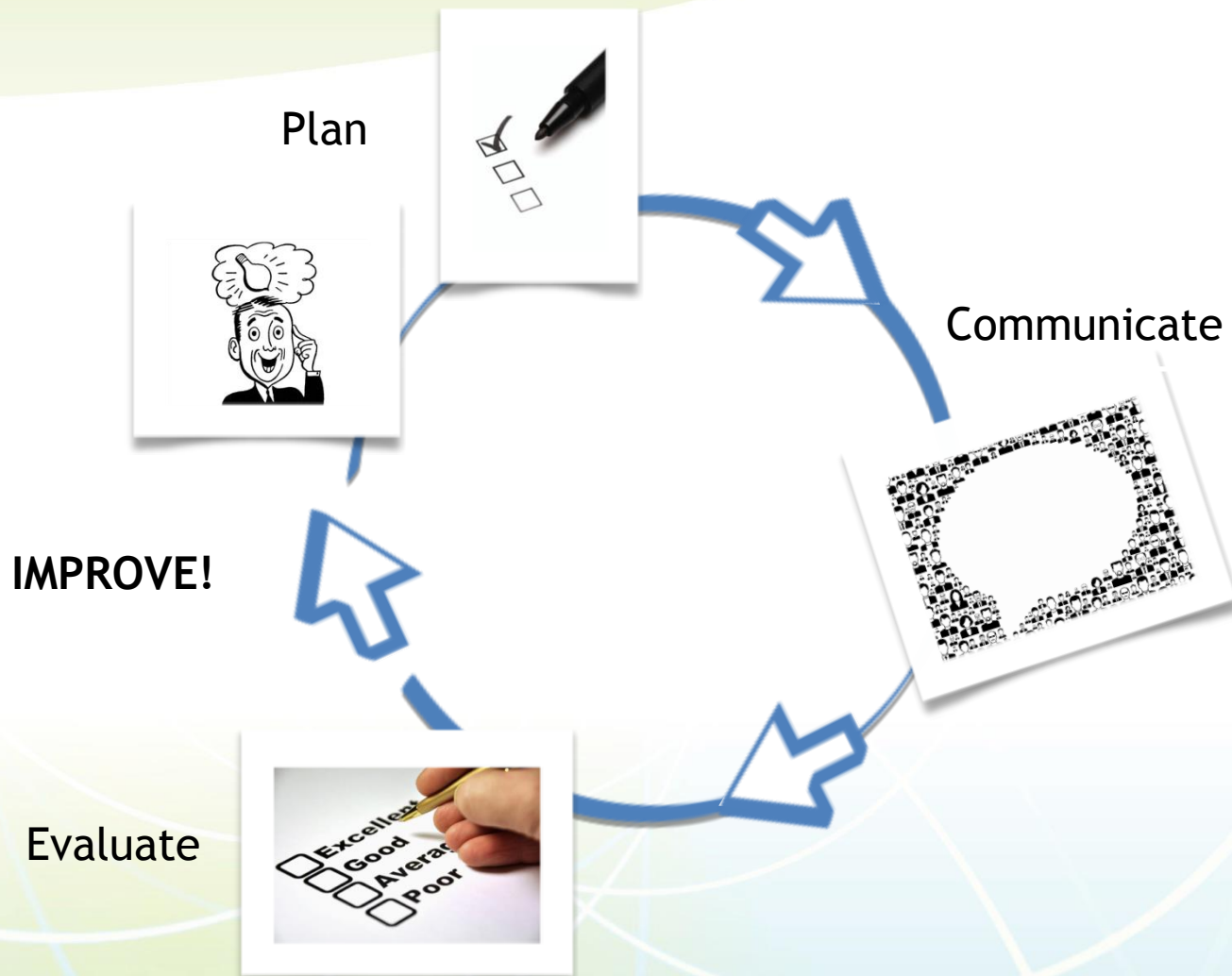
The Effectiveness of Communication Tools

*CRD Event - Vilnius, Lithuania
3 - 4 March 2014*



Communicating Rural Development

PEOPLE. PROJECTS. IDEAS.



Workshop 2 - The Speakers



Annette Hurrelmann

Evaluating communication actions on the CAP



Annukka Lyra

Evaluating the past and planning the future



Alistair Prior

Lessons learnt from 2007-13 Scottish RDP



Aistè Mileikaitė

Measuring the effectiveness of communication



Linas Zabaliunas

Communication trends in rural tourism



Massimo Di Rienzo

Supporting LAGs in transparency and communications

Thank You!



Workshop 2 - The Questions

What is effective communication?

How do we evaluate the effectiveness of communication tools and actions?

(Do we think about 'how to evaluate' when planning our communication actions?)

How do the results of evaluation inform the choice of effective communication tools and actions?



What is “effective communication”?

Judgment of interventions according to their results, impacts and needs they aim to satisfy



Communication that reaches a mutually agreed outcome

- Providing the right message to the right people
- In a clear, understandable way / Common understanding
- Right tools
- Right timing
- Based on transparent decision making processes
- A 2-way process: need a response from recipient
- Causes a change



How do we evaluate?

Deciding beforehand what you are looking for

In many ways... don't always need to be formal exercise

In any case: **publish** the results!

Working in **partnership**, long term process

Through **participation** / continuous engagement

Keep it simple and evaluate over time

Use tools that are already available (Google Analytics)

Different evaluation tools for different activities

Online
surveys

Google
analytics

Website
analysis



Using the evaluation results

- Evaluation efforts must be followed-up
- Starting point: engaging receivers in providing feedback!
- Reporting summaries, sending reminders
- Feedbacks comes when their usefulness and use is clear
- Increase with time and when the valuation process is transparent
- Harmonization / consistency of messages
- Improve internal communication
- Improve future policy planning
- Ensure more transparency

Providing
feedback



Don't be afraid to undertake it!

If the message is “strong”
most probably it is the good one!

Numbers are not a proof of efficiency

