

Added Value of Networking

Success Story

Success Story title *NRN Annual Conference – Towards 2020: Building a Vibrant Rural Economy*

Theme *Network communications*

NRN *Ireland* Coordinator *National Rural Network*

Partners *Teagasc*

Period *February 2012* Resources *€36,000*

Geo-location *Co Westmeath – Targeting all country*

Beneficiaries *Representatives of organisations and administrations involved in Agriculture and Rural Development. It was directed at those who wanted to learn from the experiences of others and who wanted to identify development opportunities for their communities and organisations*

Background

One of the primary roles of the National Rural Network is the collation and dissemination of good practice in order to simulate others and to acknowledge good achievements. Many rural development actors within Ireland tend to work within sector-specific organisations. The benefit of the Conference is that it brings these different groups together. In particular, the conference encourages discussion on the range of issues in rural areas from core agricultural to rural and community development initiatives. The Conference also involved speakers with a wider EU perspective on these issues.

Main activities

- Design of conference theme and content
- Sourcing speakers
- Delegate Management
- Speaker Management
- Venue Sourcing and Management
- Public Relations

Overall, the NRN coordinated the initiation, development and delivery of the conference. The conference programme involved:

Main results/benefits

The Conference was attended by 250 delegates from a wide range of organisations (*including agricultural, rural development, community, statutory agencies and Government Departments*). The programme involved a mix of keynote presentations, panel discussions and workshop sessions. The proceedings from the conference were compiled and placed on the NRN website. In addition, considerable publicity was generated in the media and resulted in coverage of the conference and individual speakers in local and national media (print and broadcast). This enhanced the profile of the NRN and the issues being discussed.





Contribution of the NSU

- Design of conference theme and content
- Sourcing speakers
- Delegate Management
- Speaker Management
- Venue Sourcing and Management
- Public Relations
- Proceedings

Contribution of the partners

Teagasc were primarily responsible for delegate management and supported the NRR in the development of the conference programme content, identification of the speakers and the promotion of the conference.

Success factors

The NRR was successful in developing and delivering the conference programme which attracted 250 delegates from a wide range of organisations (including agricultural, rural development, community, statutory agencies and Government Departments). The programme and the speakers received considerable media coverage. The event provided interesting insights on the future of the rural economy and generated discussion and debate among delegates. Ultimately, the conference provided an opportunity for the wide range of stakeholders to interact, debate and network.

Additional information

Link to conference: <http://www.nrrn.ie/national-rural-development-conference-2011/>

