



Added Value of Networking

Success Story

Success Story title *Communications and Media Skills Training*

Theme *Training*

NRN *Hungary*

Coordinator *NSU*

Partners *Communication Unit of the MRD Rural Development Educational and Advisory Institute*

Period *November 2010 - March 2011*

Resources *Approx. 19,721 EUR (5,444,620 HUF)*

Geo-location *Balatonfüred, Sárvár, Pécs, Egerszalók, Budapest, Szarvas*

Beneficiaries *Hungarian LAGs*

Background

A demand had emerged from LAGs across Hungary for thematic trainings to improve their knowledge and capacities. In particular, they were looking for strengthening their communication skills, in order to support their project activities. LAGs all over the country expressed this kind of demand.

Main activities

Six trainings were organised across Hungary. Professional trainers gave interactive lectures and workshops. The content of each 2-day training included: communication techniques and channels, practicing presentations, and using internet. There was a focus upon utilisation of some internet tools (especially social media) as well as targeting and involving the audience. The event was evaluated with the use of the evaluation form.

Main results/benefits

During the two-day trainings, participants gained new specific knowledge and improved their project-related skills. They had also an opportunity to meet and to get to know each other in an informal situation (in the classrooms and during the dinners). Invitees originated not only from the region where the actual training was carried out, but also from other parts of the country, thus they could exchange their experience with LAGs from different regions.

Contribution of the NSU

The NSU asked LAGs about their training needs. Basing on the response, the NSU organised and financed trainings for the LAGs in all regions of the country.





Success factors

First of all the success originated from that the trainings were based on real needs. Participating LAGs had the possibility to share experience and practice with each other, so they could recognize their own mistakes concerning to their communication activities. Thanks to the detailed preparation, all locations and trainers met the expectations and it was confirmed by the answers given on the evaluation sheets.

Additional information

The participants were asked to write their own reports from the trainings. The best of them were published on the homepage of the NRN (www.mnvh.eu), e.g. (in Hungarian):

<http://www.mnvh.eu/hirek/774/20101203/eredmenyes-kommunikacios-kepzes>

<http://www.mnvh.eu/hirek/812/20101211/kommunikacio-szerepe-leader-kozossegek-eleteben>

<http://www.mnvh.eu/hirek/200/20110202/kommunikacios-es-mediaismereti-trening-pecsett>



Communication training in Egerszalók

