

# Communication trainings for network members

## Walloon Rural Network support unit

Communication trainings for members of the Walloon Rural Network were organised by the communication group of the Walloon support unit.

The main objective was to improve the skills of communications managers in areas such as graphic design, social media and website management by mobilising knowledge and expertise within the network. The process included identification of necessary skills, consultation with members on their needs, and matching those with the training capacities of the communications group.



The trainings were organised at a low cost: the support unit paid for logistics; participants got the training for free; and the trainers could benefit of being trained themselves in another field.

## Target audience

All Walloon Rural Network members working in communication, including LAG members.

## Results

- 17 people attended a first training on crisis communications
- 8 people attended a graphic design training: InDesign (8.8/10 satisfaction rate)
- 18 people attended a training on graphic design and social media management (7.5/10 satisfaction rate)

## Find out more

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➔ <http://www.reseau-pwdr.be/content/good-practice/formations-internes-au-groupe-de-travail-communication-du-rwdr>

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