

THE LANDSBYGGAREDAGEN DAY

The purpose of the Landsbyggaredagen is to gather the network of Landsbyggare and other parties interested in our work. With the event we aim to inspire, further the forming of business partnerships and networks, and boost pride through training, coaching, and greeting.

We also aim to encourage innovation through hands-on lectures and idea-generating workshops involving the target group. We want to provide the conditions under which new ideas and forms of partnership may grow, but also capture the drive and existing ideas by guiding to the opportunities in Lokalt Ledd Utveckling and the Leader method.

TIME AND PLACE

Choose a time that suits your particular area. The place may well be somewhat exotic, i.e. not the usual conference facilities, making it easier to provide for an easy-going atmosphere among the Landsbyggare. Is it possible to organise some part of the event out of doors? Or perhaps in a Sami-style tipi? Or some other obviously rural venue? Think 'local and near' when planning. Depending on the content, assign a cost that includes lectures and a meal of sorts. If you are financed through a project it may be a good idea to let the participants pay directly to the venue.

TIP: WHAT ARE THEY LOOKING FOR?

If you are close to the entrepreneurs in the area you may well call them and ask what would interest them. Prior to our first Landsbyggaredag 2017 we called some of the entrepreneurs to check that we were heading in the right direction in the planning and to make sure the day would actually be adding value to them.

TIP: BASE ON A THEME!

One suggestion is to plan one of the Landsbyggare days or part of the day with a generally inspirational content and later on in the programme lead the inspiration to concrete tips or tools with hands-on lectures; such as starting with a lecture on the subject before passing over to a workshop leader who is able to help the entrepreneurs forward within digital marketing.

Two examples of invitation to Landsbyggaredag with a programme and a PowerPoint template are found at landsbyggarekoncept.se.

CONTENT

Look up a few good partners with as sincere an interest in the issues as you, and who can contribute with knowledge and content on the day. Plan an interesting programme that you feel will be appreciated by the entrepreneurs and other parties in the area. Mix lectures with networking activities. Here are a few suggestions to facilitate your planning:

- **Lectures** on digitalisation are always interesting, but there are other current issues that affect the business sector. Choose firstly local businesses and lecturers, thereby mirroring the overall purpose of Landsbyggare; it is possible to live and run businesses at the place of choice.
- **Networking** activities such as think tanks, mingling, match-making or mini-workshops. Make sure to include time for social interaction, perhaps aided by dialogue cards.
- **Coaching** booked in advance by the participants covering various areas. Suggested themes and planning at landsbyggarekonceptet.se
- **Filming**, the opportunity to record a 30-second promotional video with a film-maker, selected by you, and the option to take it back home to stimulate interest in film and communicating.
- **The Landsbyggare of the Year** is an award to be announced at the Landsbyggare-dagen. Awards and prizes are excellent tools to encourage, highlight good examples and raise interest from the media. By combining the award with Landsbyggare-dagen you will raise interest in the event – many will want to learn who wins the award, and celebrate the winners and the nominees.

BOOKING TICKETS

In order to keep track of bookings and to make the event feel professional we recommend that you use a booking system. Leader Höga Kusten used Billetto (www.billetto.se), but there are several to choose from. The participants are usually prepared to pay for the event as long as the content seems interesting, and if there is dinner included. An alternative is to pay directly to the event venue.

MARKETING THE LANDSBYGGARE-DAGEN

List the companies you want to see take part. Use the local business offices in your area, those who are involved in your project and other organisations you work with. Based on the list you can market the Landsbyggare-dagen with help from the following activities:

- **A short teaser video** bearing the message "save the date".
- **Invitation in pdf format** incl. programme and registration info sent out via your partners.
- **Video for social media** advertised to the target groups.
- **Event on facebook** advertised to the target group.
- **Personal contacts:** let them know by email, SMS/text, Messenger and telephone.
- **Keep pushing;** say that you would love them , to come, call again, offer to register them.
- **Make sure** the day is being filmed and documented, participants interviewed. This will make it easier to market coming events and promote the brand.

Leader Höga Kusten has organised several Landsbyggare-dagar, the first in June 2017 and thereafter one every year. Staging the event in the summer has been positive since it is possible to meet inside as well as out of doors, making it easier to provide a good, relaxed atmosphere.

TIP: FRAME THE EVENT

Have banners printed with Landsbyggaredagen to further the brand and the sense of an event (see example).