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Preparation of the citizens' dialogues and panels



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# General recruiting process: timeline for recruiting committed participants

Collection of Materials on "Random Selection and Invitation" – Document 1

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# Recruitment of participants

## Time schedule in five steps

1

Develop a recruitment strategy 6 – 8 weeks before event

- Number of participants (P) and selection criteria: age, gender, education, local distribution, etc.
- Decision on the method of P extraction: random selection, public invitation with address of multipliers or both methods.
- Preparatory work, e.g. draw a sample, create an invitation letter and feedback form, ...

2

Start recruitment 4 – 6 weeks before event

- Send or publish an invitation to random citizens, contact multipliers.
- Send the confirmation of receipt directly after receipt of registration, if necessary explain when the confirmation of participation will follow.
- Actively ensure transparency about the process in order to avoid enquiries and build up the feeling of good care.
- Important: Keep in touch with the registered users!

3

Send confirmation of participation during the ongoing process

- Confirm the first places as soon as possible in order to create commitment.
- Tell the participants about the next steps.
- Important: Stay in touch and express appreciation!
- Keep an overview of the participant groups and the registration status.

4

Ensure quality, if necessary, follow-up 2 – 3 weeks before the event

- Comparison with planned number of participants and criteria for diversity: which group is missing?
- Targeted follow-up at an early stage by inviting new samples or by directly addressing multipliers.

5

Send participation link 2 -3 days before event

- If there is a longer period of time between confirmation of participation and communication of the online dialogue link: stay in touch by e-mail to create commitment to participate
- 2 – 3 days before the event, send the link to the online dialogue. If necessary, check back and send the link again on the day of the Citizens' Dialogue.