

TIPS FOR INVITING DIFFERENT KINDS OF GROUPS

PEOPLE THAT ARE HARD TO ATTRACT	EXPERTS AND DECISION-MAKERS
<ul style="list-style-type: none">· Go to where people are· Engage those already in contact with your target group in the invitation process	<ul style="list-style-type: none">· Identify the correct organisations in which to spread the invitation· First, make one person interested and ask that person to forward the invitation
A DIVERSE GROUP	ALREADY ACTIVE PEOPLE
<ul style="list-style-type: none">· Invitation through the employer· Invitation through the letter box· Random sample	<ul style="list-style-type: none">· Open invitation through social media channels· Email invitation through organisations

TIMEOUT