

Tools for Knowledge Mobilization

Policy Research Forum | University of New Brunswick |
| New Brunswick Social Policy Research Network |

PURPOSE:

Typically hosted in partnership with a provincial government department, the Forum is a one-day event which offers an occasion to highlight applied research and showcase collaborative models of evidence-based policy development. It also offers presenters the opportunity to mobilize their research knowledge, to network and connect with an audience that includes senior policymakers, civil servants, fellow researchers, and administrative representatives from local/provincial universities, community colleges, community organizations and business community. The event typically focuses on a particular policy-relevant theme and features one to two keynote speakers and a combination of panel presentations, and short back-to-back presentations followed by a brief Q&A period. The day also includes longer breaks for informal networking time and can also include scheduled networking time. The event is publicized and open to a wide audience interested in the given subject area and is typically attended by 60-100 people.

KEY ITEMS REQUIRED:

| | | | | | |
|---|------------------------|---|-------------------------|---|------------------------------|
| ✓ | A/V | ✓ | Follow-up | ✓ | Social Media |
| | Advisors/Governance | ✓ | Hashtag Creation | | Technical Considerations |
| ✓ | Budget | ✓ | Launch/Release | | Template/Guidelines |
| ✓ | Catering | ✓ | Location(s) | | Training |
| ✓ | Collaborators/Partners | | Media (Press) | ✓ | Moderator/Facilitator |
| ✓ | Design/Planning | ✓ | Outreach/Communications | ✓ | Registration Page |
| ✓ | Evaluation | ✓ | Parking | ✓ | Save the Date |
| ✓ | Venue | ✓ | Website | ✓ | Printed collateral (program) |
| ✓ | Accommodations | ✓ | Sponsor recognition | ✓ | Registration Package |

INTENDED AUDIENCES:

| | | | | | |
|---|----------------------|---|-------------------|---|--------------------|
| ✓ | Academic Researchers | | Knowledge Brokers | ✓ | Students/Post Docs |
| ✓ | Community Partners | ✓ | Policy Makers | ✓ | Photographer |
| ✓ | Government | | Public | | |
| | Industry | ✓ | Service Providers | | |

RESOURCES REQUIRED:

| | |
|-------------------------|--|
| Human Resources | Event coordinator |
| | Emcee/ host |
| | Speakers |
| | Keynote(s) |
| | Volunteers |
| | Expert Review Panel (to review abstracts) |
| | Photographer |
| Fiscal Resources | Approximately \$3,500 for catering |
| | Approximately \$1,000 for venue |
| | Approximately \$200 for printing |
| | Approximately \$ for design of communication materials |
| | Approximately \$500 for translation |
| | Approximately \$1,200 for simultaneous translation |
| | Approximately \$1,500 for keynote travel, accommodations & stipend |
| | Approximately \$4,900 for AV/tech contract |
| Space Resources | Space for guests to sit comfortably, ideally at round tables of 6 (cabaret set-up) |
| | Space for catering |
| | Space for networking |
| | Space for stage and presentation equipment (1-2 screens, podium) |
| | Space for poster presentations |
| IT Resources (optional) | Computer or laptop |
| | Projector |
| | PowerPoint or Keynote |
| | Screen |
| | Internet access |
| | Clicker |
| | Microphones (hand held and lapel) |
| | Podium with microphone |
| Speakers | |

KNOWLEDGE MOBILIZATION PLANNING:

Topic selection: The Forum theme is selected in consultation with research community partners and often is one that is timely and of course policy-relevant. Once a topic has been identified, NBSPRN (event organizer) will look for potential keynote speakers and begin drafting a call for abstracts. They will also put together a small group of academic and community experts who will act as a review panel for the abstracts.

Agenda setting: The Expert Review Panel will meet to select potential speakers based on the list of abstracts received. NBSPRN will contact each author of the accepted abstract to notify them of the decision. Speakers will be given a date by which to confirm their attendance and to register. The agenda will then be drafted by NBSPRN using the list of accepted speakers, as well as the keynote speakers and will be presented for review and feedback to the Expert Review Panel.

A good event includes the following:

- Offers a variety of voices on the chosen topic
- Includes a varied audience
- Makes good use of time
- Provides time and space for networking

WORKPLAN:

| Project Name: KM in the AM | | Project Schedule |
|----------------------------------|---|------------------|
| Activity | Work to be Done | Due |
| Registration | Identify and contact potential Keynote(s) | Week 14-12 |
| | Draft Call for Abstracts | Week 14 |
| | Compile list of potential invitees | Week 12 |
| | Post Call for Abstracts on website, social media | Week 12 |
| | Draft Save-the-date and short invite | Week 10 |
| | Set-up online registration | Week 08 |
| | Set-up event website | Week 08 |
| | Send out general invite and save-the date | Week 08 |
| | Create event poster | Week 08 |
| | Post announcement on blog/social media | Week 07 |
| | Tweet weekly about event | Week 06-0 |
| | Track registration | Week 06-0 |
| | Optional follow up invite | Week 05-01 |
| | Send email to presenters with instructions for day-of | Week 02 |
| | Send out final agenda and directions via email | Week 01 |
| | Prepare registration package | Week 01 |
| Registration on the day of event | Week 0 | |
| Facilities | Site visit | Week 14 |
| | Book venue | Week 13 |
| | Book catering | Week 13 |
| | Book AV equipment or contract if needed | Week 10 |
| Speakers | Review Submitted Abstracts | Week 08 |
| | Confirm Keynote(s) | Week 08 |
| | Confirm moderator/facilitator | Week 08 |
| | Notify and Confirm Presenters | Week 07-06 |
| | Ask for speakers bios and photos for the website | Week 06 |
| | Draft Emcee Speaking Notes | Week 04 |
| | Buy speaker gifts | Week 02 |
| Materials | Photographer | Week 10 |
| | Create a printable agenda | Week 04 |
| | Develop evaluation forms | Week 01 |
| | Name tags | Week 01 |
| | List of all confirmed attendees | Week 01 |
| | Print Agendas | Week 01 |
| | Signage | Week 01 |
| | Speaker bios | Week 01 |
| | Travel kit | Week 0 |
| | Posters and banners | Week 0 |

EVALUATION:

Evaluation forms are distributed with the following questions:

1. Which best describes you? Quel énoncé vous décrit le mieux?

2. How would you rate the...? Comment évaluez-vous?

Registration process/L'inscription?

Keynote address/Le ou La conférencier(ère)?

Presentations/Présentations?

The networking opportunities/Les occasions de réseautage?

The length of the event/La durée de l'événement?

The overall organization/L'organisation globalement?

3. What did you most like about this event? Qu'est-ce que vous avez le plus apprécié de l'événement?

4. What did you least like about this event? Qu'est-ce que vous avez le moins apprécié?

5. How likely are you to recommend an NBSRN event to a colleague?

Quelle est la probabilité que vous recommandiez un événement RRPSNB à un collègue?

6. Are there activities that you will initiate as a result of attending this event?

Aurez-vous des activités qui résulteront du fait d'avoir assisté à cet événement?

7. I believe this event will improve collaboration between academia, government and community.

Je crois que cet événement permettra d'améliorer la collaboration entre les universitaires, le gouvernement et la communauté.

8. Did you make new connections?

Est-ce que vous avez fait des nouvelles connexions (des nouveaux liens)?

9. Is there anything else you would like to share about the event?

Y a-t-il d'autres choses que vous désirez partager à propos de l'événement?

REFERENCES AND ADDITIONAL RESOURCES:

www.nbpforum.com

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