

# Tools for Knowledge Mobilization

**KM in the AM** | York University | Knowledge Mobilization Unit

## PURPOSE:

KM in the AMs are thematic breakfast events that bring together researchers and community stakeholders over a shared interest. The event features short presentations, followed by a Q&A period, and then concludes with time for informal networking. Invitations are sent to targeted people, who are encouraged to forward the invitation to other they think will also be interested. Ideally, 20-25 people will attend these events. The main purpose of these events is to create space where researchers and community stakeholder can meet and interact, while discussing a topic of interest.

## 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		
✓	Evaluation	✓	Parking		

## INTENDED AUDIENCES:

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

## RESOURCES REQUIRED:

Human Resources	Event coordinator
	Moderator/facilitator
	Speakers
	Volunteers
Fiscal Resources	Approximately \$500 for catering
Space Resources	Space for up to 30 to sit comfortably, ideally at one large table to encourage conversation
	Space for catering
	Space for networking
IT Resources (optional)	Computer or laptop
	Projector
	PowerPoint

## KNOWLEDGE MOBILIZATION PLANNING:

**Topic selection:** The topic of each KM in the AM event is identified in consultation with community partners. Once a topic has been proposed, YorkU KMB brokers will look for potential speakers and invitees at York and in external communities.

**Agenda setting:** The agenda of each KM in the AM is crafted in collaboration with our partners to meet their needs and goals for the day. While the exact agenda may change because of this, all KM in the AMs include short presentations from faculty researchers and community partners, ample time for Q&A, and dedicated time for networking among the attendees.

**A good event includes the following:**

- Offers a variety of voices on the chosen topic
- Includes input from partners and stakeholders
- 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	Compile list of potential invitees	Week 08
	Draft invite	Week 06
	Set-up online registration	Week 06
	Send out general invite	Week 06
	Post announcement on blog	Week 05
	Optional follow up invite	Week 02
	Send out final agenda and directions via email	Week 0
	Tweet weekly about event	Week 06-0
	Track registration	Week 06-0
	Registration on the day of event	Week 0
Facilities	Book venue	Week 10
	Site visit	Week 04
	Book catering	Week 06
	Book AV equipment if needed	Week 06
	Bring travel kit	Week 0
Speakers	Confirm speakers	Week 10
	Confirm moderator/facilitator	Week 6
	Ask for speakers bios	Week 0
Materials	Develop evaluation forms	Week 01
	Name tags	Week 01
	List of all confirmed attendees	Week 01
	Posters and banners	Week 0
	Brochures	Week 01
	Signage	Week 01
	Speaker bios	Week 01
	Travel kit	Week 0
	Camera	Week 0

## EVALUATION:

Evaluation forms are distributed with the following questions:

1. What did you like best about today's event?

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2. What did you like least about today's event?

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3. Did you find the presentations...

Very Useful  Useful  Somewhat Useful  Not Useful

4. Did you find the discussion...

Very Useful  Useful  Somewhat Useful  Not Useful

5. Did you identify any new contacts or possible collaborators this morning?  
If so, please describe your shared interest or how you might work together.

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6. How did you feel about the mix of participants?  
Are there any organizations or individuals that you think should have attended?

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7. Would you be interested in attending another KMb event? Why?

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## REFERENCES AND ADDITIONAL RESOURCES:

Budd, A., Dinkel, H., Corpas, M., Fuller, J. C., Rubinat, L., Devos, D. P., Wood, N. T. (2015). Ten Simple Rules for Organizing an Unconference. *PLoS Computational Biology*, 11(1). <http://doi.org/10.1371/journal.pcbi.1003905>

Etches-Johnson, A. (2010). The unconference: What it is and why it matters. *Access*, 16(2). p. 26. <http://connection.ebscohost.com/c/interviews/52819269/unconference-what-why-matters>

Liberating Structures <http://www.liberatingstructures.com/>

**CONTACT US:** Knowledge Mobilization Unit  
York University  
[kmbunit@yorku.ca](mailto:kmbunit@yorku.ca) | 416-736-2100 ext. 88847