

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.nbpoliforum.com

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