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Knowledge for Health

How to Hold a Successful Share Fair



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How to Hold a Successful Share Fair

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Authors:

Rebecca Shore, Johns Hopkins Center for Communication Programs
Amanda Puckett, IntraHealth International

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Participants at a share fair event in Indonesia discuss techniques for implementing their advocacy program. © 2014 Sarah V. Harlan/CCP, Courtesy of Photoshare

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Above all, we acknowledge the diverse participants from K4Health's knowledge exchange events and share fairs. Without their expertise, creativity, and dedication, these events would not have been possible.



About 100 global health and knowledge management professionals attended the April 2013 Share Fair in Washington, DC, hosted by the GHKC. © 2013 David Alexander/CCP, Courtesy of Photoshare

What is a Share Fair?

A share fair is a participatory event—usually focused on a single topic or field—that promotes learning from participants’ experiences to improve their work.¹ As they are tailored to the needs of the participants, there is no right or wrong way to hold share fairs. The aim of these events is to provide participants with opportunities to share experiences and learn new skills and techniques related to their work.

Generally, share fairs differ from typical conferences in the following ways:

- Registration is open to specific invitees rather than the public
- The number of participants is usually smaller and topics are more specific
- The focus is on experiences and knowledge in people’s heads (tacit knowledge) rather than research results or formal findings
- The delivery method of presentations is more varied and creative
- Communication among participants is less formal and focuses on two-way dialogue
- The agenda is less structured and includes built-in opportunities to network and collaborate with colleagues, not just during break times and meals

¹ “Share Fair: Better ways to share and learn. Better ways of working.” ICT-KM Program of the CGIAR [website]. <http://ictkm.cgiar.org/what-we-do/share-fair/>. Accessed March 3, 2015.



How to Use This Guide

The authors developed this guide as a reference tool for anyone who works in public health or international development health and wants to bring together a group of people to discuss ideas, address challenges, and share best practices. Users can reference this guide to find what is most relevant for their specific needs.

Plan the Event

1. Budget

Setting a budget early on can help determine the size and scope of the event. Making the event a priority in the work plan and including the event as its own budget line item will ensure appropriate allocation of staff time and other resources. A larger budget enables more participants and staff to attend as well as consultants to help plan, facilitate, and document the event (for example, videographers and graphic facilitators). On the other hand, a more limited budget may require the event to have relatively fewer participants, a shorter time frame, and a less expensive venue. Below are two examples of events the Knowledge for Health (K4Health Project) helped plan with varying levels of funding:



- Two-day event in East Africa for approximately 50 participants with no facilitator or graphic facilitator. Included international travel for about 8 - 10 people, hotel accommodations, breakfast, lunch, and an evening event. Total cost: \$15,000
- One-day event in Washington, DC, for approximately 100 participants with a facilitator and a graphic facilitator. Included only domestic travel, venue, breakfast, and lunch. Total cost: \$25,000

Keep in mind that the event can be very inexpensive if people do not have to travel far to attend the Share Fair, especially for a local venue at low or no cost. For the examples listed above, the biggest costs were the venue, food, and facilitation.

2. Conceptualize and Design Event

Organizing and hosting a share fair takes thoughtful planning. To begin, set clear goals and objectives. Then draft a concept note to outline the objectives and details for the event. Even if the donor or management team does not require such a document, it is helpful for planning and accountability. Gather the team in charge of content and logistics for the event and jointly define the following:

- The audience for the share fair and the estimated number of participants
- Anticipated outcomes and methodologies the team will use for the event (for example, storytelling and knowledge café)

Send the concept note to all sponsors and donors and ensure their agreement prior to the next step. See **Appendix A** for a concept note template.

3. Identify and Contact Potential Co-Sponsors/Collaborators

Successful share fairs require collaboration and coordination to meet their objectives and goals and warrant good discussion. Consider inviting another organization or project to co-sponsor the event, which may help expand its reach, reduce costs, and add diversity of presentations. Identify collaborators early so they can be involved in the planning.

4. Select a Theme

Selecting a theme and an accompanying logo gives the share fair an identity. Grounding the presentations and discussions to a particular theme ensures cohesiveness and clear understanding among participants and other stakeholders. A good theme is one that meets the needs and challenges of the intended audience and resonates with the participants. Keep in mind the interests of the participants and try to find something that resonates with them. In addition to being relevant, a good theme should also be catchy and interesting.

For example, if the main audience is nurses working with infectious diseases in Peru, the theme may incorporate a new technique or a specific approach relevant to this audience, which would be different from a group of program managers working in HIV/AIDS in India.

5. Design a Logo

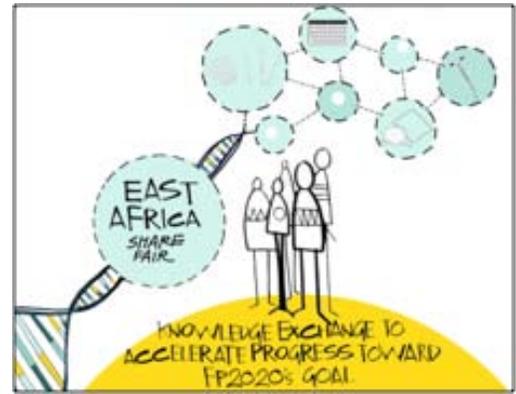
A logo creates brand recognition for the event. We recommend a logo that communicates the unique theme and goals of the event. Carefully choose a color and design that will complement the share fair and will print well on T-shirts or other items made. If access to or cost of graphic design services are obstacles, consider websites that offer logo designs at low costs (for example, Crowdspring.com and 99designs.com).

6. Identify Dates



Selecting a date should happen very early in

the planning process. Consider the ideal length of time for the event—an event that is too brief will limit conversations and information sharing, especially the informal knowledge exchange that occurs during meals or coffee/tea breaks. On the other hand, events that last too long can lose focus toward the end. We recommend share fairs to be between two and three days. This gives participants enough time to engage with each other without requiring them to be away from their jobs for too long. Consider how much time is necessary to engage with the audience and meet objectives.



Theme and logo from the K4Health East Africa Share Fair

For example, if one objective is to enable participants to develop work plans based on what they learn at the share fair, consider setting aside a half day or full day for that activity, to ensure the schedule is not too packed to be productive.

When identifying the calendar dates for the share fair, consider local holidays—including any national or religious holidays—and travel times of participants. If the event is international, check with local colleagues before setting the date to account for other possible conflicts (for example, sporting or cultural events).

7. Select a Location and Venue

A suitable geographic location is key to a successful event. Participants should feel safe, be able to find the location easily, and not have to endure arduous travel. It may seem convenient to select a central location close to participants' homes, but it can be more effective to plan the event in a neutral or separate location, if possible. Share fairs are most effective when participants engage fully, and if participants are too close to their offices, they may be tempted to multitask.

For example, although many participants from the K4Health East Africa Share Fair lived in Dar es Salaam, Tanzania, the group chose to hold the event in Arusha to maximize participation and offer a chance for participants to immerse themselves in the event. Furthermore, the weather in Arusha was more temperate than Dar es Salaam, and the organizers felt this would maximize attendance for those outside Tanzania. Cost considerations may also dictate where to hold the event; holding share fairs outside of urban centers can be more cost-effective because of lower hotel and in-town transportation costs.



After deciding on a city or town for the event, the next step is to select a venue. It is important to identify a secure, comfortable place with sufficient space for the number of participants and sufficient amenities and infrastructure.



The venue could be a hotel, conference center, partner organization, community center, or other location. Discuss with partners and fellow organizations about possible options. If a venue requires payment (hotel or conference center), it is standard to request bids from three or more vendors for comparison. A team of one to three individuals should assess the potential locations to make the final decision. The following questions can help initiate this process:

- Does the venue have enough space to accommodate the anticipated number of participants?
- Is there a need for smaller rooms in addition to the main room?
- Is the venue convenient to hotels and other lodging?
- Will the venue be able to cater food and coffee/tea during the event?
- Will the venue be able to provide Internet and audiovisual equipment, such as projectors, if needed?

8. Create an Action Plan

By now, the event planning process is well underway. At this point, it is a good idea to create an action plan that all organizers can access to coordinate and organize the logistics, speakers, and other action items to manage the event. Using a spreadsheet or another project management tool, to map out the next few months of planning for the project and post the document to Google Drive, Dropbox, or another cloud-based file-sharing system. See **Appendix B** for a sample action plan.

After creating the action plan, nominate a point person for each activity. Each point person is responsible for updating progress on their activity in the action plan and carrying out related tasks. For example, assign one person to be the point person for the hotel and to handle related logistics. Another person may be responsible for creating the agenda and communicating with the participants. Defining these roles early on will ensure clear lines of responsibility throughout the planning process.

Develop the Agenda

1. Refine Objectives

After establishing a theme, deciding on the length of the event, and selecting dates and a location, it is time to develop an agenda for the share fair. The goals and objectives that were identified early in the planning process will be important during this process. All sessions need to fulfill the objectives of the overall event to make it engaging and meaningful.

Create objectives that relate to the share fair goals. For example, if a goal is to demonstrate how knowledge management² techniques can further Family Planning 2020 (FP2020) goals³ in a particular region, one objective would be for participants to *understand* FP2020 goals in that region. These smaller objectives unpack the larger goals and ensure they are well understood and applicable to the work.

If there are higher-level ideas to present, they should come first, followed by more practical sessions focused on implementation. The last one or two items on the agenda should focus on next steps—that is, ways for participants to understand how they can implement these new ideas and skills in their work.

Before adding a new session, be sure it is in line with the event goals and objectives.

² Knowledge management is a systematic process of collecting information and connecting people to it so they can act effectively.

³ Family Planning 2020 is a global initiative with the goal of enabling 120 million additional women and girls to use contraceptives by 2020. www.familyplanning2020.org

2. Draft Agenda

Create a matrix for the draft agenda, filling in time slots for coffee/tea breaks and meals as well as networking opportunities. As you confirm presentations, fill in the rest of this document. Consider doing this step concurrently with some of the activities mentioned above such as designing a logo or selecting a location. See **Appendix C** for a sample agenda template.

3. Add Innovative Techniques

When considering how to organize the agenda, think about innovative ways to present content. Participants are more likely to engage with creative presentations than plenary sessions with PowerPoint slides. To encourage creativity and learning, infuse innovative methods into the agenda—for example, storytelling, knowledge cafes, skits, or music. Think about content that is related, but may offer a different perspective. For example, consider inviting experts from another field or sector to share their best practices as they relate to the main theme of the event. See **Appendix D** and **Appendix E** for innovative techniques to adapt. Visit the **Liberating Structures** website (www.liberatingstructures.com) for more fun and innovative ways to elicit participation and maximize learning.



Share fair participants discuss the “knowledge wall,” created by professional graphic facilitators. © 2013 David Alexander/CCP, Courtesy of Photoshare.

4. Leave Space for Connecting

Finally, do not forget to leave space in the agenda for participants to network and gather in a relaxed setting over meals or coffee/tea. This informal knowledge sharing is an important part of the share fair, as it enables participants to talk and create connections with other participants, which can be a jumping-off point for further contact through electronic mailing lists or future events.

Identify and Contact the Presenters

1. Make a List, Check it Twice

Reputable and strong presenters are key to a successful share fair. In the action plan, make a list of the top choices for presenters based on the draft agenda. Also include what kind of presentation you would like them to make at the share fair.

2. Establish a Point of Contact for Presenters

Determine who on the planning team will be the point of contact for each presenter. Note that it may be a different person for each presenter.

3. Reach Out to Potential Presenters

Decide on the messages to use when inviting potential presenters to the share fair. A draft email or key talking points for a phone call might be helpful to include in the action plan so the whole team can access the same information. When reaching out to potential presenters, be sure to articulate the share fair objectives, intended audience, dates, and location. Communicate any other specifics early on (for example, the date of the presentation, topic ideas, and the length of the presentation) and be clear about whether the organizers will cover transportation and lodging for presenters.



4. Confirm or Move On

Start from the top of the list and contact potential presenters early. If they are not sure of their availability, suggest a deadline for responding. As the presenters confirm their availability, update the action plan with their illustrative presentation details. If they confirm, encourage them to use innovative techniques in their presentations! If they decline or do not meet the deadline, continue down the list and contact other presenters.

Invite Participants

1. Decide Who to Invite

The share fair planning is in full swing but who will attend? Early in the planning phase, consider the size of the audience, as this will determine the venue (see the earlier section on selecting the location and venue). Should it be a small, intimate group or a large event? Or there may be a pre-defined list of invitees—for example, if the event is for staff from a particular project or initiative. In any case, use the action plan to keep a list of potential participants. Include specific names, if possible, or start with the title or type of participant (for example, Ministry of Health Family Planning Coordinator).

2. Announce the Date

Send a “Save the Date” email announcement to invitees three to six months before the event (or as soon as possible), so they can mark their calendars. Keep the message simple and short—inform them that an event is happening, the dates, and that they are invited to attend. Ensure that all co-sponsors agree on the language used in the Save the Date message and include the logo, if there is one, as this will be an opportunity for early brand recognition for the share fair. However, be careful not to send high-resolution photos or images, as recipients with low Internet bandwidth may not be able to open them.

3. Send Formal Invitations

At least one month before the event, send formal invitations to the share fair. Be sure to include the logo! These invitations should include more details about the event than the “Save the Date” announcement (for example, mention any featured speakers or planned activities). It is important to request that each participant responds by a certain date. To send invitations and collect responses, you may want to use a free online service such as one of the following:

- **Eventbrite:** An event and ticketing site that helps planners set up, promote, and manage every detail of an event.
- **My Event Guru:** A web-based event platform that enables individuals and organizations to sell tickets and process payments for their events, promote events using social media, and obtain access to other comprehensive event planning tools.
- **Facebook:** The popular social network platform also allows Facebook Pages to create events (both private and public).



4. Track Responses

Carefully track the number of participants who will attend. If the maximum number of participants is approaching (the number you determined early on), consider emailing invitees to let them know that registration is filling up fast. Likewise, if not many invitees have responded, consider sending a follow-up message. Once you reach the ideal number of participants or are a few days from the event, consider formally closing the registration.

Pre-Evaluation

1. Create a Pre-Evaluation Survey

In the weeks leading up to the event, having background information about participants can help shape the presentations and other share fair events. Create a pre-evaluation survey to ask basic questions of participants—for example, their background, previous knowledge about the share fair topic, and what they hope to learn during the event. See a sample pre-evaluation in **Appendix H**.

Using tools such as [SurveyMonkey](#) or [Google Forms](#), create a simple survey that will make it easy to collect pre-evaluation information and analyze the results. Conduct this pre-evaluation survey two to three weeks before the event, if possible.

2. Share Results

Share results of the pre-evaluation survey with all event presenters and other organizers so they can tailor their sessions to the participants' responses. If time allows, consider sending a pre-event email with general details about participants (for example, 30 share fair participants are nurses and 20 are community health workers).

Organize Logistics

1. Stay Organized

By now, the venue for the hotel should be identified and confirmed. Use the action plan to keep all of the logistics for the event updated.

2. Arrange Travel

If the event requires participants to travel to another country, check on visa requirements and whether donor concurrence is required. Look into visas and concurrence early so these processes do not delay the event. Depending on the country, securing visas could take anywhere from a day at the embassy to weeks or months.



3. Organize Venue Specifics

Before arriving at the venue, make a list of all materials needed and who will be responsible for bringing them to the event. Also note what can be purchased on-site versus what needs to be brought from the office or another location.

4. Consider Other Travel Considerations

Arrange airport transfers for presenters to the hotel or venue. Be sure participants are aware of airport transfer options.

5. Arrange Shipping

If materials need to be shipped, look into shipping procedures and customs early in the planning process. Items can take from weeks to months to get through customs. Bringing extra luggage can be a cost-effective alternative to shipping.

6. Set Up the Venue

The day before the event, try to meet with the conference coordinators to get the rooms set up to your specifications. As a share fair organizer, it is necessary to arrive a day or two before the event, especially if you have not visited the location previously.

Coordinate Presentations

1. Assist With Presentation Development

After identifying the presenters, be sure to support them as they develop their presentations. Some may want assistance whereas others will be fine to develop their sessions on their own. Ask whether the presenters want to include any materials in participant folders or have materials available on tables at the event. Consider assigning each presenter a point person on the organizing team so they know who to go to with questions. Be sure to update this information in the action plan.

2. Organize Final Presentations

At least one week before the event, request that the presenters send their final presentations. Be sure to save all presentations to a central place—such as a flash drive or Dropbox—just in case the presenters need a backup version during the event. This central location can also be used to load presentations before each session, to ensure that the event runs smoothly.



3. Review All Materials

Review the slide decks, handouts, and any other materials. These should be final, but allow time for a final review and copy editing to ensure the highest quality content is ready to share at the event.

Target Dissemination and Knowledge Sharing

1. Consider Social Media

As part of the event planning, consider what social media platforms (if any) to use to share information during the event. Consider assigning someone to update Twitter or Facebook at the event to avoid overlooking this important sharing platform.



2. Take Notes

Assign individuals to take notes during each session of the event. One suggestion is to create a template for notes to easily and consistently document key messages, quotes, and other takeaways. Plan who will collect all of the notes and synthesize this information from the share fair. Use the notes in blogs, a share fair report, and other sharing platforms after the event. See sample note-taking sheet in **Appendix G**.



3. Blog

Blogging can be a key way to share information before, during, and after the event. In a blog post, authors can share brief snippets of text, quick thoughts or anecdotes, photographs, chat/conversations, interviews, question and answer documents, guidance on a certain topic, or other materials (for example, articles, links, or quotes) the author finds interesting from the share fair.

Throughout the event, keep a record of activities by recording quotes and taking pictures. This will assist with blogging after the event.

To represent a variety of voices in blog posts about the event, assign members of the planning team blog posts to write. Also look for bloggers at the event (especially participants). Consider running a short blog series after the event to capture a variety of opinions and viewpoints about what was shared and discussed.

4. Promote the Event

Be sure to promote the share fair on your organization's website as well as in relevant communities of practice and partner websites. Write a news story or a blog post (see above), post pictures from the event, and use other creative communication techniques.

5. Post-Event Report

After the share fair, prepare a report. Sometimes a donor will require a report, but participants should also receive a post-event report. Include an executive summary and photos from the event, as well as an annex of key documents (for example, the agenda and basic notes from each session).

Pack Your Bags

1. Plan What to Bring

Planning what to bring to a share fair event is important. What kind of event materials will you need (for example, participant notebooks, flip chart paper)? Will you take any promotional materials, such as brochures or briefs relevant to the attendees? Often, small giveaways (such as buttons, pens, and coffee mugs) are good to have on hand. Consider who will take all of these to the event and pack carefully. Better yet, if this event will be in a location with a country office or partner office, it may be preferable to produce these items on-site rather than bring them.



2. Print Early and Avoid High Cost

Printing is often very expensive in conference halls or hotel venues, so try to print what you need beforehand or identify a local printer to help before you arrive. Also, plan to print more copies than the anticipated number of participants. It is better to have extra materials on hand than not enough.

Post-Event Evaluation

For the post-event evaluation, ask participants whether their expectations were met, if they enjoyed the different parts of the event, and what they might want to share with their colleagues after the event. Although we recommend using an online form for the pre-evaluation, the post-evaluation is much better in hard copy. Distributing hard copies of the evaluation while participants are still at the event will increase the response rate and will aid participants' recall of the event. Allow time before participants depart to fill in the survey. If some participants have left, follow up by email with the survey.

The results of the post-event evaluation can be used to judge the success of the event, contribute to the event report, and share with donors.

For an example of a post-evaluation survey, see **Appendix H**.

After the Share Fair

1. Review Actions

It is important to reflect on the event and the post-evaluation results, and discuss what worked and what could have gone better. An after-action review can help identify how to correct deficiencies, sustain strengths, and focus on improved performance. This is especially important in preparing for future share fairs. More information about planning and carrying out this after-action review can be found in the U.S. Agency for International Development (USAID) [technical guidance document for after-action reviews](#).⁴

⁴ "After-action review: Technical guidance." Washington, DC: USAID; 2006. http://pdf.usaid.gov/pdf_docs/pnadf360.pdf. Accessed March 18, 2015.



2. Follow Up With Participants

Be sure to follow up with participants to share presentations, notes, and the final report from the event. Set up a virtual space or email group with all of the participants. Ensuring communication after the share fair will foster momentum following the event. If possible, initiate this contact within two weeks after share fair.

3. Send Thank You Notes!

Do not forget to thank your presenters, participants, and organizing team. Follow up within a week by email or a handwritten note, thanking them for their time and effort to contributing to the knowledge sharing at the event.



Appendix A: Concept Note Template

Background:

In this section, include background information on the topic and the main reasons why you are holding a share fair.

Goals:

State the overall goal for holding the event. This can be general—for example, to connect implementers in this field to share information and learn about best practices.

Specific Objectives:

The objectives are much more specific and in-depth than the goal. For example, an objective of the K4Health East Africa Share Fair was: “to demonstrate how the use of knowledge management can enhance family planning program activities, contribute to improved family planning outcomes, and further FP2020 goals in the region.”

Audience:

How many people should attend and what background should they have (for example, policy makers, program managers, journalists)?

Share Fair Principles:

Examples of general share fair principles include the following:

- Focuses on learning
- Values participatory approaches
- Incorporates collaborative knowledge management tools and methods (for example, graphic facilitation, knowledge cafes, peer-assist, open space)

Potential Topics:

It is helpful to identify potential topics when reaching out to presenters. These topics should help meet the share fair objectives. For example, why do family planning donors value knowledge management within family planning programming? Or what are family planning knowledge-sharing gaps within East Africa and how can knowledge management help?

Conveners:

- Primary
- Collaborating organizations

Venue: Where will the event be? **Date:** What are the dates?

Outputs: What do you hope to achieve by the end of the event? These outputs may be tangible (for example, a post-event report) or intangible (for example, increased support around a particular topic).

Point of Contact: This is the main point of contact for high-level funders and partners (or whoever reviews the concept note). Keep in mind that this point of contact may differ from the point of contact for presenters, participants, and other logistics.



Appendix B: Action Plan Template

An action plan is key to staying organized during share fair planning. With so many moving parts, planning can become overwhelming without a central place to keep track of what has been done and what is left to do. One option for creating this action plan is a Google Drive spreadsheet.

You can find a sample action plan here (<http://goo.gl/y78pyo>). The spreadsheet also includes tabs for organizing materials, participants, and travel. If you are interested in using the spreadsheet, select File > Make a Copy. This will enable you to edit and change the spreadsheet as you see fit. To download the spreadsheet, select File > Download As > Microsoft Excel if you prefer to work offline. Keep in mind that it is helpful to have the action plan available online so multiple people can access it and keep it up to date.

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O |
|----|--|--------------------|-------|-------|--------|--------|--------|-------|--------|--------|--------|-------|--------|--------|--------|
| 1 | Tasks | Responsible person | 2-Jan | 9-Jan | 16-Jan | 23-Jan | 30-Jan | 6-Feb | 13-Feb | 20-Feb | 27-Feb | 6-Mar | 13-Mar | 20-Mar | 27-Mar |
| 2 | Concept Note | | | | | | | | | | | | | | |
| 3 | Select a date | | | | | | | | | | | | | | |
| 4 | Draft Concept Note | | | | | | | | | | | | | | |
| 5 | Share with Partners and get feedback | | | | | | | | | | | | | | |
| 6 | Finalize Concept Note with Feedback | | | | | | | | | | | | | | |
| 7 | Send to Donor for Review | | | | | | | | | | | | | | |
| 8 | Finalize Concept Note | | | | | | | | | | | | | | |
| 9 | Save the Date | | | | | | | | | | | | | | |
| 10 | Draft Save the Date | | | | | | | | | | | | | | |
| 11 | Share with Partners and get feedback | | | | | | | | | | | | | | |
| 12 | Finalize text and design email/eCard | | | | | | | | | | | | | | |
| 13 | Develop list of participants to invite | | | | | | | | | | | | | | |
| 14 | Send out Save the date | | | | | | | | | | | | | | |
| 15 | Branding | | | | | | | | | | | | | | |
| 16 | Select a theme | | | | | | | | | | | | | | |
| 17 | Design a Logo | | | | | | | | | | | | | | |
| 18 | Venue | | | | | | | | | | | | | | |
| 19 | Create selection criteria for venue | | | | | | | | | | | | | | |
| 20 | Get 3 quotes from venues | | | | | | | | | | | | | | |
| 21 | Create selection memo for venue | | | | | | | | | | | | | | |
| 22 | Reserve room block for about 30% of guests | | | | | | | | | | | | | | |
| 23 | Pay downpayment | | | | | | | | | | | | | | |
| 24 | Reserve breakout rooms | | | | | | | | | | | | | | |
| 25 | Check on Meals (Breakfast, Lunch and Tea) | | | | | | | | | | | | | | |
| 26 | Reserve space for before or after events | | | | | | | | | | | | | | |
| 27 | Secure multimedia for presentations (projectors, TV, etc.) | | | | | | | | | | | | | | |
| 28 | Agenda | | | | | | | | | | | | | | |
| 29 | Draft agenda shell | | | | | | | | | | | | | | |
| 30 | Share draft agenda with planning group | | | | | | | | | | | | | | |
| 31 | Finalize agenda | | | | | | | | | | | | | | |
| 32 | Print final agendas | | | | | | | | | | | | | | |
| 33 | Travel Logistics | | | | | | | | | | | | | | |
| 34 | USAID Concurrence Washington | | | | | | | | | | | | | | |
| 35 | USAID Concurrence Mission | | | | | | | | | | | | | | |
| 36 | Visa Letter (USAID or country sponsor) | | | | | | | | | | | | | | |
| 37 | Order Visas | | | | | | | | | | | | | | |
| 38 | Book flights (staff) | | | | | | | | | | | | | | |
| 39 | Book flights (other presenter/participants) | | | | | | | | | | | | | | |
| 40 | Reserve Hotel Rooms | | | | | | | | | | | | | | |
| 41 | Arrange ground transport to venue/hotel | | | | | | | | | | | | | | |

To access this document visit: <http://goo.gl/y78pyo>.



Appendix C: Agenda Template

INSERT LOGO

INSERT NAME OF EVENT/THEME

INSERT DAY NUMBER – INSERT DATE

| | | | | |
|---------------|---|--|---|--|
| 08:00 – 09:00 | Registration | | | |
| 09:00 – 09:30 | Opening Remarks | <ul style="list-style-type: none"> INSERT NAMES OF SPEAKERS AND THEIR AFFILIATION | | INSERT LOCATION |
| 09:30 – 10:30 | Plenary | <ul style="list-style-type: none"> INSERT NAME OF SPEAKER/THEME OF PLENARY | | INSERT LOCATION |
| 10:30 – 11:00 | Coffee/Tea | | | |
| 11:00 – 12:00 | Breakout Sessions | <p>OVERALL SESSION NAME/THEME <i>Description of session theme. Please choose one session to attend.</i></p> | <ul style="list-style-type: none"> NAME OF SESSION NAME OF SESSION NAME OF SESSION | <ul style="list-style-type: none"> Breakout Room #1 Breakout Room #2 Breakout Room #3 |
| 12:00 – 13:00 | Lunch | | | INSERT LOCATION |
| 13:00 – 13:15 | INSERT SESSION NAME | | | INSERT LOCATION |
| 13:15 – 14:30 | Breakout Sessions | <p>OVERALL SESSION NAME/THEME <i>Description of session theme. Please choose one session to attend.</i></p> | <ul style="list-style-type: none"> NAME OF SESSION NAME OF SESSION NAME OF SESSION | <ul style="list-style-type: none"> Breakout Room #1 Breakout Room #2 Breakout Room #3 |
| 14:30 – 15:00 | Coffee/Tea | | | |
| 15:00 – 16:30 | Knowledge Café/ Breakout Session | <p>INSERT SESSION NAME <i>Insert session description. Participants will rotate through all sessions.</i></p> | <ul style="list-style-type: none"> NAME OF SESSION NAME OF SESSION NAME OF SESSION | <ul style="list-style-type: none"> Breakout Room #1 Breakout Room #2 Breakout Room #3 |
| 16:30 – 17:00 | <p>Closing Remarks for Day/Event Description Option for Next Day Preview</p> | | | INSERT LOCATION |
| 17:00 – 19:00 | Social Event Event Description | | | INSERT LOCATION |

Appendix D: Visual Storytelling Activity

This is one example of an innovative technique to use during your share fair to encourage creativity, sharing, and learning.

This activity is a creative representation of a breakout session. Instead of the standard method of reporting back, this method enables participants to draw and illustrate themes learned in the specific session to share with the larger group.



Instructions:

- Identify one or two people to be illustrators and one or two people to be reporters.
- Allow the group 15 minutes to complete the drawing portion of the activity.
 - The illustrators draw what the group decides best depicts the session themes, stories, etc.
 - The group can decide on any images or numbers, but no words that would give away the title of the session.
 - Illustrators are free to make rough sketches before the final drawing, but must keep track of time.
- After the time period is up, all session groups will return to the plenary room for a gallery walk and reporting.
- Groups give the illustrations to the facilitators who place them randomly on the wall.
- Groups walk around the room and think about which illustration represents which breakout session.
- Each group votes on which illustration represents which breakout session.
- The group that has the most number of correct votes wins a prize.
- Each group selects a reporter to explain their illustration as a means of reporting to the larger group (no more than 5 minutes).

Hints:

Be as creative as possible.

The drawing does not have to be literal.

Pictures can represent one main theme or a story.

Everyone in the session should participate.

There are no wrong answers!

Appendix E: Knowledge Management Flash Cards

Steps in an AAR

1. Invite the right people and appoint a facilitator.
Create the right climate
2. Ask, "What was supposed to happen?" Revisit the objectives and deliverables of the project.
3. Ask, "What actually happened? What went well? Why? What could have gone better?" Share learning advice for the future.
4. Ensure that everyone feels fully heard before leaving the meeting.
5. Record and share important lessons learned.

SDC – Knowledge Management Toolkit
More information: www.daretoshare.ch

Community of Practice

- Ensure that key stakeholders are members -- balance giving and taking.
- Strive for the most practical and tangible outputs/outcomes; disseminate widely.
- Carefully select how to "be connected"-- balance face-to-face with other means.
- Combine informality with a basic set of rules for communication and collaboration.
- Ensure ownership within - look well after the roles of owner, manager, expert and facilitator.
- Adjust to changes in the environment.

SDC – Knowledge Management Toolkit
More information: www.daretoshare.ch

Knowledge/World Café - How to go about it?

1. Seat four or five people at small tables or in conversation clusters.
2. Set up progressive (usually three) rounds of conversation for about 20 - 30 minutes.
3. Discuss questions or issues that genuinely matter to the community.
4. Encourage participants to write and draw key ideas on their tablecloths or on pads of paper.
5. Upon completing the initial round, ask one person to remain at the table as the "host" while the rest of the group move to other tables.
6. Ask table hosts to briefly share the main ideas of the previous conversations at the start of each round.
7. After several rounds, initiate a plenary discussion and strive for common answers, patterns and possibilities for action.

SDC – Knowledge Management Toolkit
More information: www.daretoshare.ch

Lightning Talks - How to go about it?

- Organize lightning talks like "speed dates." The idea is that participants can experience many different ideas in a short amount of time.
- Advance preparation is key to a successful outcome. Have presenters work with a coach/facilitator to prepare for the talk.
- Ask each presenter to do a dry run of their presentation to ensure that all goes as expected.
- Give presenters a checklist that addresses what they are expected to do during the session to stay on track, and what to expect after they are done.
- Sequence the lightning talks so the audience can make sense of the issues being presented. Consider the overall message of the talks.

Art of Knowledge Exchange - The World Bank
More information: <http://wbi.worldbank.org/wbi/>

Peer Assist

1. The host team clarifies the purpose and invites an experienced team. Allow time for socializing and create a positive climate.
2. Host team explains its project, needs and expected outcome.
3. The visiting team further explores the situation and gives feedback on what they learned.
4. The visiting team identifies options to solve the problem. The host team listens carefully.
5. The visiting team presents the final feedback and conclusion.
6. The host team commits to actions and to keeping the visiting team updated.
7. Together, they identify lessons learned.

SDC – Knowledge Management Toolkit
More information: www.daretoshare.ch

Share Fair Principles

- Focuses on learning.
- Values participatory approaches.
- Incorporate collaborative knowledge tools and methods (for example graphic facilitation, knowledge cafes, peer-assist, open space, etc.)

The Knowledge for Health Project
More information on KM:
<https://www.k4health.org/toolkits/km>

Storytelling

How to go about it as a storyteller?

1. Be clear about the key message of your story.
2. Build your story on an own experience. Note keywords. What is the lesson learned?
3. Tell your story. Build an atmosphere of curiosity. Use a dramatic voice. Observe your listeners.
4. If indicated, relate your story to the topic discussed.

How to go about it as a listener / interviewer?

1. Warm up. Show your interest.
2. Listen closely. Be receptive and comprehending.
3. Hear the story out. Ask questions only at the end.

SDC – Knowledge Management Toolkit
More information: www.daretoshare.ch

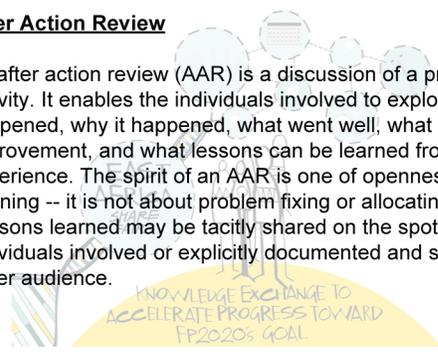
Rules of Visualization

- Write legibly! Check font size, density, contrast. Use block lettering, check for distance between letters and words.
- Use colors restrictively! Use white or light colored chart paper and pastel colored pin-board cards. Use black markers for general text and colors for decoration.
- Let posters speak for themselves! Put a meaningful title on top or in the centre. Structure your poster to guide the eye. Be aware of the proverb: "If the eye is not attracted, the feet will pass by."
- Use a simple language. Avoid abbreviations.
- Install technical means before the meeting! Check if they are running properly. Verify the legibility of the visualization.

SDC – Knowledge Management Toolkit
More information: www.daretoshare.ch

After Action Review

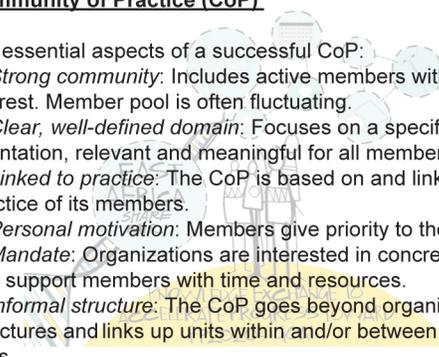
An after action review (AAR) is a discussion of a project or an activity. It enables the individuals involved to explore what happened, why it happened, what went well, what needs improvement, and what lessons can be learned from the experience. The spirit of an AAR is one of openness and learning -- it is not about problem fixing or allocating blame. Lessons learned may be tacitly shared on the spot by the individuals involved or explicitly documented and shared with a wider audience.



Community of Practice (CoP)

Six essential aspects of a successful CoP:

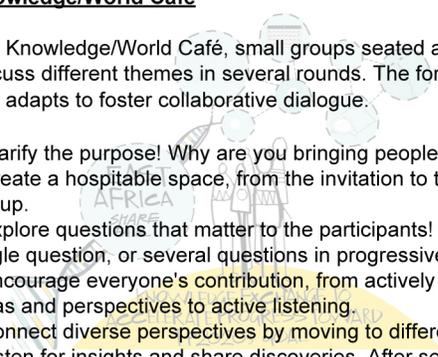
1. *Strong community*: Includes active members with lively interest. Member pool is often fluctuating.
2. *Clear, well-defined domain*: Focuses on a specific thematic orientation, relevant and meaningful for all members.
3. *Linked to practice*: The CoP is based on and linked to individual practice of its members.
4. *Personal motivation*: Members give priority to the CoP.
5. *Mandate*: Organizations are interested in concrete outcomes and support members with time and resources.
6. *Informal structure*: The CoP goes beyond organizational structures and links up units within and/or between the organizations.



Knowledge/World Café

In a Knowledge/World Café, small groups seated around tables discuss different themes in several rounds. The format is flexible and adapts to foster collaborative dialogue.

- Clarify the purpose! Why are you bringing people together?
- Create a hospitable space, from the invitation to the physical set-up.
- Explore questions that matter to the participants! Explore a single question, or several questions in progressive steps.
- Encourage everyone's contribution, from actively contributing ideas and perspectives to active listening.
- Connect diverse perspectives by moving to different tables.
- Listen for insights and share discoveries. After several rounds be sure to meet as a larger group.



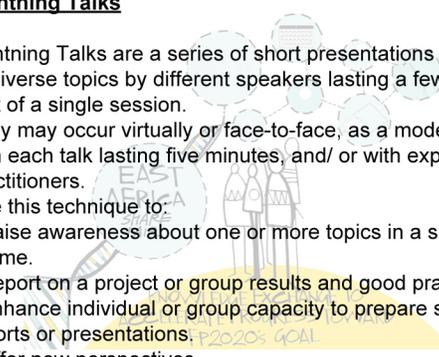
Lightning Talks

Lightning Talks are a series of short presentations on the same or diverse topics by different speakers lasting a few each as part of a single session.

They may occur virtually or face-to-face, as a moderated activity with each talk lasting five minutes, and/ or with experienced practitioners.

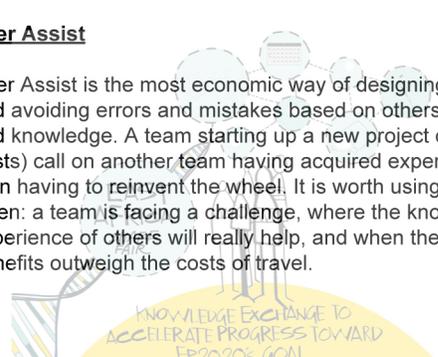
Use this technique to:

- Raise awareness about one or more topics in a short amount of time.
- Report on a project or group results and good practices.
- Enhance individual or group capacity to prepare succinct reports or presentations.
- Offer new perspectives.



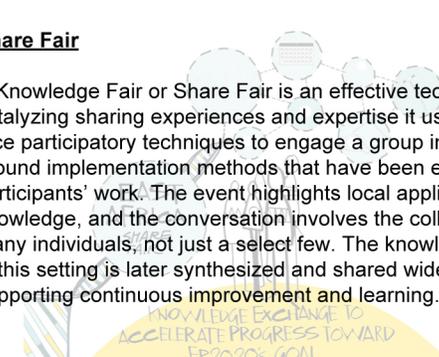
Peer Assist

Peer Assist is the most economic way of designing a project and avoiding errors and mistakes based on others' experience and knowledge. A team starting up a new project or task (the hosts) call on another team having acquired experience rather than having to reinvent the wheel. It is worth using Peer Assist when: a team is facing a challenge, where the knowledge and experience of others will really help, and when the potential benefits outweigh the costs of travel.



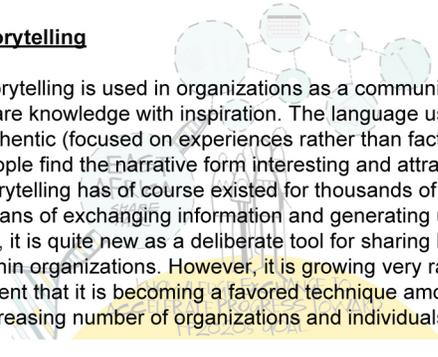
Share Fair

A Knowledge Fair or Share Fair is an effective technique for catalyzing sharing experiences and expertise it uses face-to-face participatory techniques to engage a group in conversation around implementation methods that have been effective in participants' work. The event highlights local application of knowledge, and the conversation involves the collaboration of many individuals, not just a select few. The knowledge shared in this setting is later synthesized and shared widely, thus supporting continuous improvement and learning.



Storytelling

Storytelling is used in organizations as a communication tool to share knowledge with inspiration. The language used is authentic (focused on experiences rather than facts). Most people find the narrative form interesting and attractive. While storytelling has of course existed for thousands of years as a means of exchanging information and generating understanding, it is quite new as a deliberate tool for sharing knowledge within organizations. However, it is growing very rapidly, to the extent that it is becoming a favored technique among an increasing number of organizations and individuals.

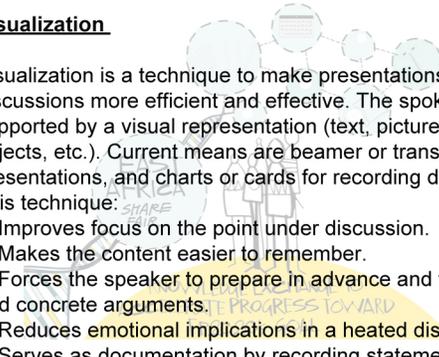


Visualization

Visualization is a technique to make presentations and discussions more efficient and effective. The spoken word is supported by a visual representation (text, pictures, graphics, objects, etc.). Current means are beamer or transparencies for presentations, and charts or cards for recording discussions.

This technique:

- Improves focus on the point under discussion.
- Makes the content easier to remember.
- Forces the speaker to prepare in advance and to use precise and concrete arguments.
- Reduces emotional implications in a heated discussion.
- Serves as documentation by recording statements, ideas, results, and to-do lists.





Appendix F: Final Event Report Template

[Put logos of funders at the top]

EVENT NAME

and LOGO

(make this text large and the focus of the cover page)

Dates and Location

Additional Logos at the Bottom as Needed (presenters, participating organizations, etc.)



Acknowledgments

Acknowledge report writers and reviewers. Photo credits should go on this page as well.

Table of Contents

Distinguish sections and subsections of the report. Limit the table of contents to one page.

Executive Summary

This section should highlight the key points of the event. Address key themes that emerged from the event, include an overall description of the content discussed, and highlight what made the event successful or challenging. Limit the executive summary to one or two pages.

Background

Include a section on the objectives of the event and list them. Provide background as to why the event was held and why it was important (for example, if it is a family planning share fair, refer to contraceptive indicators). Also include a description of the audience profile. This background section should be one to three pages.

Pre-Evaluation Results

If there was a pre-evaluation to assess the audience's knowledge of the content or goals, include the main results in this section. Include graphs and charts, but do not include a measurement figure for every question in the pre-evaluation. Give readers the overall picture of the pre-evaluation results. Limit this section to one page.

Event Highlights

Use this section to highlight speakers' presentations and any follow-up discussions. Consider breaking this up by day and include the side events (breakout sessions and small group discussions). Include quotes, pictures, and other images to accompany your text. This is the main content of the report, so allow five to ten pages to document the event in detail.

Post-Evaluation Results

If you conducted an evaluation after the event, include the main results in this section. Include graphs and charts. Do not include a measurement figure for every question in the post-evaluation. Consider including key quotes from participants that represent knowledge gained or praise for the event. Limit this to one page.

Lessons Learned

This is an important section. Compile organizers' and participants' thoughts and suggestions and translate them into lessons learned for future events. Include lessons learned about the length of the event, the modality of the presentations, the venue, etc. Limit this to one page.



Next Steps

In the final section of the event report, discuss next steps after the event. For example, will you follow up with presenters and participants? If so, how? Will you publish blog posts or share information on a website? Include these details here. Limit this to one page or less. A bulleted list may be particularly useful in this section.

Recommended Appendixes

Agenda

Participant List

Pre-Evaluation Survey

Post-Evaluation Survey



Appendix G: Note-Taking Sheet Template

| |
|--|
| <p>Date: _____</p> <p>Session name: _____</p> <p>Time of session: _____</p> <p>Name of presenter(s): _____</p> <p>Presenter's organizational affiliation: _____</p> <p>Name of person taking notes _____</p> |
|--|

Main topics or themes presented (keep it short—3 to 5 words or phrases):

Challenges presented and ways to move past them:

What were the most interesting questions and discussions related to the presentation? Was there anything that surprised you?

Quotes, takeaways, or next steps:



Appendix H: Example Pre-Evaluation and Post-Evaluation Surveys

Pre-Evaluation Survey: East Africa Share Fair

1. Background information:

Name: _____

Country where you work: _____

Job title: _____

Company: _____

Gender: _____

2. What category best describes your organization? (select one)

- Medical/health organization
- Clinic/hospital/other service organization
- NGO/PVO (local and international)
- Government/ministry
- Private sector (for profit)
- Faithbased organization
- USAID/donor
- United Nations Agency
- Library
- University
- Research organization
- Civil society
- Health training institution
- Other. Please specify _____



3. What is your main job function? (select one)

- Policy maker
- Program manager
- Technical adviser
- Administrative staff
- Service provider/clinician
- Journalist
- Researcher/evaluator
- Teacher/trainer
- Librarian/information officer
- Student
- Other. Please specify_____

4. What is your main reason for attending the share fair? (select all that apply)

- To learn more about FP in the East Africa Region
- To learn more about knowledge management
- Networking
- To share FP strategies with my colleagues
- To present at a session
- Other. Please specify_____

5. Do you have a background in knowledge management?

- Yes No

6. How would you rate your comfort level with knowledge management?

- Expert
- Proficient
- Novice

7. What do you hope to learn during the share fair?



Post-Evaluation Survey: East Africa Share Fair

1. Background information:

Name: _____

Country where you work: _____

Job title: _____

Company: _____

Gender: _____

2. What category best describes your organization? (select one)

- Medical/health organization
- Clinic/hospital/other service organization
- NGO/PVO (local and international)
- Government/ministry
- Private sector (for profit)
- Faithbased organization
- USAID/donor
- United Nations Agency
- Library
- University
- Research organization
- Civil society
- Health training institution
- Other. Please specify _____



3. What is your main job function? (select one)

- Policy maker
- Program manager
- Technical adviser
- Administrative staff
- Service provider/clinician
- Journalist
- Researcher/evaluator
- Teacher/trainer
- Librarian/information officer
- Student
- Other. Please specify _____

4. What did you expect to learn during this share fair?

5. Were these expectations met?

- Yes No

6. Did you attend the Global Health Knowledge Collaborative event on Wednesday, September 10th?

- Yes No

7. Do you plan to continue or initiate involvement in these communities of practice after the share fair?

- Yes No

8. How would you rank the quality of the following? (place an X in the corresponding rank)

| | Excellent | Good | Fair | Poor |
|------------------------------------|-----------|------|------|------|
| a. Venue and facilities | | | | |
| b. Presenters | | | | |
| c. Plenary sessions | | | | |
| d. Breakout sessions | | | | |
| e. Networking opportunities | | | | |



9. AFTER the share fair, has your knowledge management expertise:

- Greatly improved Slightly improved About the same

10. What session did you enjoy the most, and why?

11. What do you wish there had been more of?

12. What do you wish there had been less of?

13. If you could describe this event in a few words, what would you say?

14. Would you recommend an event like this to your colleagues?

- Yes No

15. Did you learn something at this event that you will use in your work?

- Yes No

If yes, what? _____

16. Did you learn something at this event that you will share with your colleagues?

- Yes No

If yes, what?

17. Would you participate in an event like this again?

- Yes No

15. Other comments:
