

# MOMENTUM MATTERS

Strategies for maintaining engagement before, during, and after a knowledge mobilization event

**Connecting** people is a key component to designing solutions to our most important challenges. But how do we, as a community, move from design to action? How do we build commitment and maintain momentum following our knowledge mobilization events?



## BEFORE THE EVENT

### Form a strong team and plan

- Identify event leadership team and provide them with clear roles and responsibilities
- Prioritize your activities in case you run out of time
- Designate a rotating timekeeper role and build in buffer time into each activity to support the natural flow of discussion



### Be strategic with participant invitations and activity design

- Invite people from all relevant stakeholder groups – **Suggested tool: actor mapping**
- Plan for post-event engagement while planning event
- Be mindful throughout event phases (planning, implementation, follow-up) of how to support marginalized groups to ensure their perspectives are included in each process
- Ensure a healthy balance between individual, small, and large group activities



### Prepare your participants

- Set clear roles and expectations for event participants before they commit to attending
- Create and share clear objectives for every event activity
- Make sure participants understand that ownership over activities and outcomes of the event are shared
- Consider the technical literacy of all participants
- If possible, spread the event across several months to allow for additional research, interpretation and feedback between meetings
- Communicate post-event engagement commitments as part of your initial outreach

## DURING THE EVENT

## Design and execute for engagement

DO



Give participants the opportunity to get to know everyone in the room



Create a safe space so that everyone feels free to share and participate



Explain how to use any software participants will need during event



Use the "parking lot" to acknowledge good ideas that are out of scope



Take notes on what participants have said and ensure they have the opportunity to validate your interpretation



Get participants' full presence—provide short breaks or leverage mobile use to conduct polls, etc.

DON'T



Have long delays between activities



Encourage diluted conversations



Make commitments that you cannot keep afterwards



Spend too much time on presentations and one-way communication



Assume that participants know how to use the technology that will support your event

## AFTER THE EVENT

### Build & support commitment

- Offer co-authorship or acknowledgment opportunities to your participants, if you are going to publish outcomes from your event
- Leverage communication platforms like Slack to encourage ongoing discussion and keep people connected before and after the event
- Designate responsibility for post-event engagement to a member of your event team
- Develop working groups among participants that will continue to meet after the event to further idea generation and support the implementation of prototypes or activities discussed at the event

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