



NWM2025

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Preparing for the Network Meeting Global Health Café: Orientation and Tips for Showcasing Foundations with Impact

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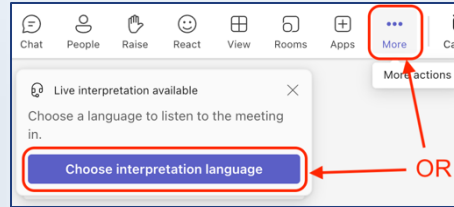


Choose your preferred audio language in Microsoft Teams

01

Click the “More” button (three dots) in the meeting toolbar.

Note: Microsoft Teams may also prompt you to choose your preferred language automatically upon joining the meeting.

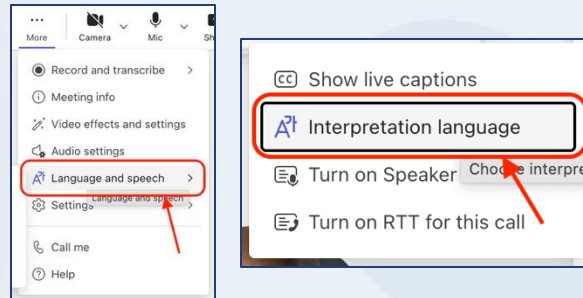


Haga clic en el botón “Más” (tres puntos) en la barra de herramientas de la reunión.

Nota: Es posible que Microsoft Teams también le pida que elija su idioma preferido automáticamente al unirse a la reunión.

02

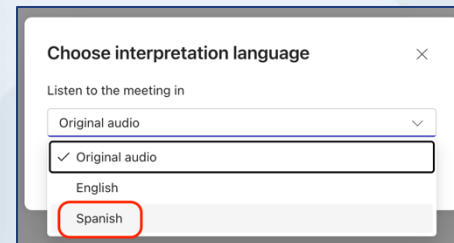
Select “Language and speech,” then choose “Interpretation language.”



Seleccione “Idioma y voz,” luego elija “Idioma de interpretación.”

03

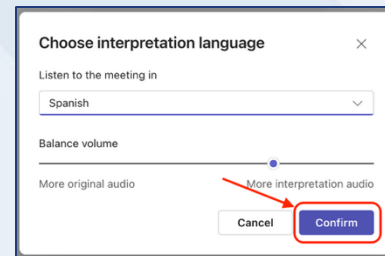
Choose your language channel from the dropdown menu. You must choose either Original audio, English, or Spanish.



Elija su canal de idioma del menú desplegable. Debe seleccionar Audio original, Inglés o Español.

04

Click “Confirm” to properly select your preferred language.



Haga clic en “Confirmar” para seleccionar correctamente su idioma preferido.

Agenda

- Introduction to the Global Health Café
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 - Staff Preparation

Introduction to the Global Health Café

Purpose: The Global Health Café is designed to create **meaningful networking opportunities** during the conference. It provides country teams with engaging ways to showcase their work

Format: Attendees rotate through **interactive small-group conversations**.

Goal: To spark dialogue, cross-learning, and stronger collaborative ties.

Purpose of the Café

What to Avoid

Static country Foundation presentations, One-way communication

- Reading from a script or poster without engaging the audience.
- Giving a lecture-style explanation with no questions or dialogue.
- Lack of movement, interactivity, or storytelling

What to Embrace

Global Health Café Approach

- Create visual, interactive environments that draw people in.
- Build real connections, exchange experiences, and identify collaboration opportunities.
- Foster problem-solving and mutual aid, not just highlight successes.

Event Format

- Date/Time: November 4, 2025 · 18:00–20:00
- Buffet dinner setting to encourage informal conversation.
- Participants rotate in groups of ~10 every 15 minutes, maximizing exposure.
- Each rotation is guided by discussion prompts on innovation, challenges, and partnerships.

Country Booth Setup

- Each country team has a booth made of 4 poster display boards (|_ _|).
- Seating can be flexible: one large circle, or smaller clusters by topic.
- Booths can reflect foundation culture and identity with decorations, symbols, and local imagery.



Creating a Booth Atmosphere

- **Cultural identity**
 - Colors, artwork, fabrics, symbols, artifacts
- **Health Focus**
 - Display health priorities
 - Signature programs
 - Infographics or visuals showing program impact
- **Story Telling**
 - Unique successes and challenges
 - Staff and Community Voices
 - Video, Quotes, Photos
- **Engaging Setup**
 - Seating arrangement that encourages dialogue
 - Comment boards or sticky notes
 - Interactive tools

Items beyond posters (e.g., props, handouts, interactive tools) are optional, but recommended to inspire creativity and engagement

Interactive Elements for Impact

- Use videos or short simulations to showcase impact (You will need to bring a laptop).
- Hands-on tools or demonstrations spark curiosity.
- Storytelling corners where staff share real-life experiences.
- Sticky notes or comment boards where visitors can leave ideas and contact info.

Poster Content Suggestions

Each poster should communicate:

- Health priorities and current challenges.
- Featured programs and results.
- Collaborative opportunities for cross-country learning.
- Photos, facts, and highlights that make your foundation memorable.
- Consistency is supported through the **Global Health Café Poster Template**.

Scan for the Global Health Café
Poster Template



Engagement & Facilitation

Rotating Conversations

- Attendees rotate every 15 minutes, ensuring equal visibility for each booth.
- Rotations encourage cross-pollination of ideas and broad engagement.
- Facilitators should use guiding questions to deepen discussions and draw lessons applicable across contexts.

Engagement & Facilitation

Role of Facilitators

- Each foundation designates one representative to lead.
- Facilitators ensure conversations are focused, inclusive, and recorded.
- Key insights gathered will feed into post-event reflections and strengthen network-wide knowledge-sharing.

Conversation Prompts

Sample prompts to use:

- “Here’s an innovative solution we’ve used when resources were limited”
- “We’re exploring new collaboration opportunities—here’s what we’re looking for”
- “Here are lessons we’ve learned from local successes that others might adapt.”
- “We’re facing a challenge and welcome ideas from others who’ve tackled similar issues.”

These ensure conversations are solution-focused and aligned with the conference theme.

Poster Template Guidance

- Standardized poster size: 122x91 cm (provided template).
- Suggested topic titles for posters:
 - Health priorities
 - Featured programs
 - Unique successes and challenges
 - Opportunities for collaboration
- Include space for photos and “future collaboration opportunities.”
- Consistent branding across all booths promotes professionalism.
- Include Contact & Follow-Up Info

What to Bring

- Handouts with contact info, services, or research.
- Cultural/program artifacts to personalize your booth.
- Visual displays like banners or brochures.
- Sticky notes and pens for participant feedback.
- Locally printed posters following the template.

Anonymous. *Marketing materials for a successful tradeshow*. [Presentation]. 2018. 20 p.

Professional Booth Presentation

Suggested Guidance Informed by External References

- Flyers, brochures, and/or branded giveaways help extend your presence.
- Keep design clean and **easy to scan in 3–5 seconds**.
- Ensure the booth reflects your foundation's identity while aligning with the NWM 2025 theme.
- Consider culturally relevant tokens that connect to your foundation's story.
- Provide interactive takeaways, such as a handout or QR codes linking to resources.

National Event Management. *Guide to event marketing & trade show display strategies*. Markham (ON): National Event Management; [cited 2020]. 24 p. Available from: <http://www.nationalevent.com>

Maximizing Impact

Engaging Attendees

- Booth staff should be **approachable and proactive**.
- Avoid waiting passively; invite people into the space.
- Ask engaging questions: “What health challenge resonates most with you?”
- Engagement is about listening as much as sharing.

National Event Management. *Guide to event marketing & trade show display strategies*. Markham (ON): National Event Management; [cited 2020]. 24 p. Available from: <http://www.nationalevent.com>

Maximizing Impact

Creating Movement & Curiosity

- Booths should invite exploration through visuals, movement, and tactile displays.
- Use interactive setups to spark curiosity, e.g., demonstration stations.
- A dynamic environment naturally promotes participation and dialogue.

Maximizing Impact

Strengthening Brand Recognition

- Consistently display your foundation's name, logo, and mission.
- Leverage event branding: use NWM 2025 logos in materials.
- Include social media handles
- Visibility on booth, posters, and handouts boosts recognition long after the event.

Anonymous. *15 marketing benefits to event booth sponsorships*. [Report]. 2020. 18 p.

Maximizing Impact

Storytelling & Balance

- Don't just highlight achievements, also share challenges faced.
- Authentic stories resonate more deeply with peers.
- Storytelling humanizes your booth, builds empathy, and invites collaboration.

Pre-Event Preparation

Pre-Show Planning

- Define your primary goals: dialogue, visibility, collaboration opportunities.
- Avoid trying to do too much. Focus on 1–2 key takeaways per visitor.
- Prepare booth literature, visuals, and key staff in advance.

National Event Management. *Guide to event marketing & trade show display strategies*. Markham (ON): National Event Management; [cited 2020]. 24 p. Available from: <http://www.nationalevent.com>

Pre-Event Preparation

Staff Preparation

- All booth staff should know:
 - Foundation goals and key programs.
 - The Café's purpose and flow.
 - How to capture visitor insights (notes, contact info).
- A pre-event team briefing ensures consistency and confidence.

National Event Management. *Guide to event marketing & trade show display strategies*. Markham (ON): National Event Management; [cited 2020]. 24 p. Available from: <http://www.nationalevent.com>

“

If you want to go fast, go alone. If you want to go far, go together.”

— African Proverb