**Global Digital Health Forum 2016**

**Promotion Plan**

**Event Overview**

The Global Digital Health Forum will take place on December 13-14, 2016, in conjunction with the 2016 Connected Health Conference at the Gaylord Conference Center in National Harbor, Maryland. The Forum is sponsored by USAID and presented by the Personal Connected Health Alliance (PCHA) and the Global Digital Health Network (the Network).

**The theme for the 2016 event is “Harnessing Digital Health Innovations.”**

**Event Format**

There will be concurrent sessions of 60 and 90 minutes taking place across seven rooms including one large-capacity ballroom, from 9 am–5 pm both days, kicking off with a keynote event and ending on Wednesday with a closing plenary.

Breaks between sessions will be aligned as much as possible and timed with breaks for the Connected Health Conference sessions.

There will be a networking happy hour from 5-7 pm on Tuesday the 13th. This, as well as coffee breaks, breakfast meetings, luncheons, and side meetings, are all sponsorship opportunities and a chance for others to take advantage of the space to host side meetings.

On Monday the 12th, mPowering Frontline Health Workers will host an all-day meeting as a follow-up to its April event focused on Digital Health Governance and Donor Coordination. This will be an invitation-only, high-level event for approximately 30 people as a pre-conference event.

The event puts a premium on interactive, participatory, hands-on sessions and workshop-style learning. Proposals will be reviewed with this in mind.

**Audience**

We anticipate approximately 500 attendees representing a diverse group of program managers, implementers, policy makers, mobile and technology providers, and private and public sector health care providers, as well as entrepreneurs, investors, funders, and researchers working in low- and middle-income countries.

**Key Dates**

* **June 1** – Call for proposals
* **July 1** – Registration opens
* **June 30** – Last day to submit abstracts
* **September 1** – Speaker invitations issued
* **September 30** – Agenda drafted based on confirmed speaker/moderator participation
* **December 13-14** – Global Digital Health Forum held

**Logo**

A high-resolution file of the Forum logo has been uploaded to Basecamp.

**Event Promotion – Objectives**

Promotional activities and materials will be determined by two mutually supportive objectives:

1. To drive abstract submissions and event registrations
2. To position the Global Digital Health Forum as the premier gathering of digital health professionals working in low- and middle-income countries

**Event Promotion – Activities**

* Social media
	+ A social media toolkit has been developed with suggested content for the Call for Proposals, Registration, and general marketing.
* Word-of-mouth outreach
	+ The Forum will be promoted at Network meetings and by Network advisory board members. An FAQ section is included at the end of the social media toolkit to support promotion.
	+ The Network co-chairs and advisory board members will post the call for proposals and registration information to appropriate listservs.
* Media outreach
	+ PCHA will draft and distribute a press release announcing the Forum.
	+ PCHA will promote newsworthy Forum presentations to the media; the Network advisory board will select newsworthy proposals and presentations.

**Event Promotion – List of Materials to Be Developed**

* Website landing page
* Social media toolkit and FAQ
* Press release
* Call for proposals
* Forum agenda (two pages)
* Logo

**Global Digital Health Forum 2016**

**Social Media Toolkit**

The Global Digital Health Forum (GDHF) will be held December 13-14, 2016, in conjunction with the 2016 Connected Health Conference at the Gaylord Conference Center in National Harbor, Maryland. The Forum is sponsored by USAID and presented by the Personal Connected Health Alliance (PCHA) and the Global Digital Health Network (the Network).

**The theme for the 2016 forum is “Harnessing Digital Health Innovations.”**

**The official hashtag is #GDHF2016.**

**Start the conversation!**

We’re using Twitter and Facebook to promote the Forum’s call for proposals, registration, and onsite presentations and activities. The Forum brings together public and private sector organizations to share the latest evidence, experiences, and lessons learned on new applications and approaches in digital health. Over 500 attendees are anticipated to attend this premier event, including program managers, implementers, policy makers, mobile and technology providers, private and public sector health care providers, as well as entrepreneurs, investors, funders, and researchers working in low- and middle-income countries.

**Now through December 13:**

Help drive attention to the event and promote the use of digital health tools and approaches by sharing your ideas, priorities, and plans using the hashtag **#GHDF2016**. We encourage GDHF hosts, supporters, and attendees to post about any topic of interest or importance to themselves or their organizations. Suggested topics include:

* Innovative solutions for digital development to meet the Sustainable Development Goals
* Using evidence to drive design and implementation (including scale-up) of digital health solutions
* Creative approaches to ensuring sustainability and scale-up (e.g., financial, human resources, technology, interoperability, etc.)
* Application of the [Principles for Digital Development](http://digitalprinciples.org/)
* Negotiating and maintaining partnerships
* New methods for overcoming infrastructure barriers to implementation of digital health
* Applying a gender lens to project design and implementation
* How local context (e.g., sociocultural, political) affects the implementation of digital health solutions
* Achieving government or organizational institutionalization
* Sustainable business models
* Integration or coordination with other sectors in mDevelopment, including mobile money
* Emerging trends and the future of digital health

**During the event (December 13-14):**

Help keep the momentum and energy high during the event by tweeting or posting reflections on Forum sessions using the hashtag #GDHF2016. Join event organizers as we share quotes from presenters and reflections on key themes. Have a follow-up question for a session presenter? Consider asking via social media, where others can see the answer and learn.

**After the event (December 15 – onward):**

K4Health is planning to write an event summary on our blog; we will share this link with the event organizers. We hope others will consider writing about the Forum on your blogs, websites, and other online platforms. If you do, please share the link with Heidi Good Boncana, Network co-chair (heidi.good@jhu.edu), so that K4Health can help promote it.

**Call for Proposals**

**Sample tweets:**

Do you have a #digitalhealth innovation? #GDHF2016 accepting proposals through June 30. Learn more: [link]

#GDHF2016 shares latest evidence, experiences + lessons learned in #digitalhealth. Submit your proposal by June 30: [Link]

Submit your proposal today for #GDHF2016! Dec 13-14 in National Harbor, Maryland. [Link]

We’re looking for interactive + innovative presentations on #digitalhealth. Learn more: [Link] #GDHF2016

**Sample Facebook post:**

The Global Digital Health Forum is now accepting proposals. Over 500 professionals are expected to attend this premier conference focused on digital health innovations in low- and middle-income countries, which will take place December 13-14, 2016, at the Gaylord Conference Center in National Harbor, Maryland. Highly interactive and/or innovative proposals are encouraged and will be given priority during the selection process. Proposals will be accepted through June 30, 2016. To learn more, please visit: [Link].

**Registration**

**Sample tweets:**

Nearly 500 digital health innovators are expected to attend #GDHF2016 this year. Will you be one of them? [Link]

Registration is open for #GDHF2016! Join a community of #digitalhealth innovators for 2 days of interactive sessions Dec 13-14. [Link]

**Sample Facebook post:**

Nearly 500 digital health innovators are expected to attend the Global Digital Health Forum (#GDHF2016) this year. Will you be one of them? Registration is now open for this premier conference, which will feature interactive sessions on a number of digital health topics related to innovations in low and middle income countries. The Forum will be held Dec 13-14, 2016, at the Gaylord Conference Center in National Harbor, Maryland. To learn more, please visit: [Link]

**Graphics:**

We will be developing Forum-specific graphics for all to share on Facebook, etc.

**Frequently Asked Questions**

*Who hosts the Global Digital Health Forum?*

The Global Digital Health Forum is co-presented by the Personal Connected Health Alliance and the Global Digital Health Network. The Forum is sponsored by USAID.

*What happened to the Global mHealth Forum?*

The field of mobile health has evolved since the Global mHealth Forum was named over seven years ago. We’ve found that the term “digital health” is used more frequently and is a more appropriate descriptor for the work described in Forum sessions. The name has also been changed to reflect the re-branding of the former mHealth Working Group, which has been renamed the Global Digital Health Network. The Network presents the Global mHealth Forum and is its founding organizer.

*What is the format of the event?*

Presenters are challenged to be informative, creative, and interactive! Innovative, hands-on sessions will be given priority!

*Are there scholarships or discounted rates available?*

Travel assistance may be available for attendees from LMICs. Interested individuals are encouraged to contact PCHA at msheridan@pchalliance.org.

**Relevant Handles**

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| *Sponsors and Supporters* |
| Abt Associates | @AbtAssociates |
| FHI 360 | @FHI360 |
| ICF International | @ICFI |
| Institute for Reproductive Health at Georgetown University | n/a |
| IntraHealth International | @IntraHealth |
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| Johns Hopkins Center for Communication Programs | @JohnsHopkinsCCP |
| JSI | @JSIHealth |
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| USAID | @USAIDGH |
| World Vision | @WorldVision |