



Examples of how Associations are using Kubify's Learning Toolbox to enhance knowledge exchange at conferences

Don't just project/present your knowledge – Exchange and develop it further - together

Recognise all the expertise in the room

Kudos to all – Kubify your knowledge!

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Do you want to improve knowledge exchange at your conferences and events?

Yes, then you are in good company! Most conference delegates consider knowledge exchange to be one of the most important benefits of attending events (71% list learning as a priority and 82% list networking as a priority).

This paper provides a brief introduction to Kubify’s Learning Toolbox platform and then outlines the ways in which it is being used to innovate and improve knowledge exchange at events, providing examples from a wide range of conferences and meetings.

General intro to Kubify ePosters

Kubify’s Learning Toolbox is a multi [award-winning ePoster platform](#), which supports an exciting new approach to ePosters, using them to enhance knowledge sharing and engagement at conferences and other events. Through the ePosters, meaningful interaction between the delegates and authors is supported before, during and after the conference.

It’s not just for ePosters! Kubify’s approach is so flexible that associations and conference organisers are already taking it beyond the ePoster sessions, using it to also support wider knowledge engagement activities at the conference.

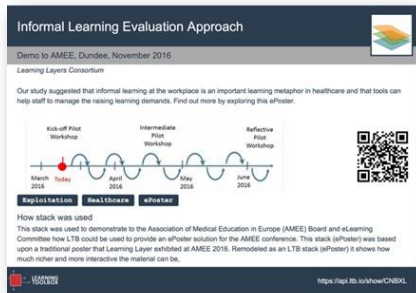


Learning Toolbox’s powerful and easy to use online editor allows authors to create rich, interactive ePosters to present and share their work. A Learning Toolbox ePoster can contain many different rich resources such as videos, images, audio, apps, presentations, twitter feeds and links to interactive online resources.



Engage - High visibility and easy access

The ePosters have both a physical and online presence at the event: the **mini-poster** and the **interactive ePoster**. The mini-poster acts as an advert for and a gateway into the interactive ePoster.



The mini-posters can be printed and displayed prominently at the event. Delegates simply **scan the mini-poster's QR code to open the ePoster** and start exploring. There is no need to hire expensive, specialist equipment to display the ePosters.

Delegates can also browse and search the **showcase website**, in which they will find all the event's ePosters.

Engage - Present and Discuss

The ePosters can also be easily presented by the author in a standard presentation set-up or discussed in a round table format. The platform and approach are flexible and can be used in a wide range of session formats.

Take it further - Add & Update

The authors can even choose to allow delegates to add relevant related resources into a shared area of the ePoster (great for round table discussions). Additionally (if the conference allows) updates can be made to the ePoster by the author following discussions and learning at the conference.

Delegates will always see the most up-to-date version of an ePoster.

Take it further - Share with Others

Wherever they are in the conference, authors can easily share their ePoster with others by simply showing its QR code. Delegates can similarly share with others the QR codes of ePosters they have followed. This wider dissemination of the ePosters can continue beyond the conference as well, helping the author's work to have a bigger impact and increasing the chances of meaningful connections being made between people.

Take it further - Continue the Conversation

Delegates can post comments and questions to the ePoster itself. This means they can engage in the discussion even if they are not able to attend an ePoster presentation. It also means the discussion can continue beyond the conference. Following an ePoster will allow delegates to quickly return to it and to also receive notifications from the author. The conference is just the start of the conversation!



Use cases – LTB improving knowledge exchange

1. Quick pitches – followed by time to explore and discuss

The emphasis is on giving each ePoster author the opportunity to quickly present the key messages of their work and encourage other delegates to explore it in more detail afterwards.



Process

Before the event

- The ePosters are published to the showcase website

During the event

- The ePosters are all available on the ePosters showcase website and also through the mini-poster walls.
- Each author has a scheduled short (3-5 minute) presentation slot.
- The presentations take place in a standard presentation room/space with a networked computer and a projector.
- The aim for the author is to get across their main messages clearly and to interest delegates in exploring their work further afterwards.
- They can bring up their ePoster onscreen and use any of the resources/materials they have added to the ePoster within their presentation. Many authors add a 5 slide presentation to the ePoster to use for this pitch presentation.
- Conferences often schedule around 10-15 presentations to take place within one session.
- Ideally time is provided at the end of the session for questions/networking and for delegates to scan the codes of the ePosters that interest them so they can explore them in more detail.

After the event

- The ePosters remain accessible after the event
- Delegates can easily return to those ePosters they have favoured during the event and/or can search the showcase for ePosters that interest them
- Delegates can post comments or questions to the ePoster and the author can answer these. This discussion is attached to the ePoster so that others can view it.
- Authors can send out messages to their ePoster viewers. Delegates who have favoured the ePoster and accepted notifications will receive notifications of these messages.



- Delegates can easily share relevant ePosters with their colleagues – helping to disseminate the author’s work and increase the opportunities for collaboration.
- The author can easily share their ePoster with others wherever they are – helping to disseminate their work

Value / Benefits

- **Authors:** The chance to draw attention to their work, experience of distilling the key messages of their work into an engaging short presentation, the opportunity to follow up with discussions with the audience.
- **Delegates:** Get a quick overview of many different pieces of work and a chance to decide which work they want to find out more about. They leave with the ePosters that interested them most easily accessible on their phone.
- **Organisers:** No specialist equipment needs to be hired. Many presentations covered in a short time. Draws attention to the ePosters, which can themselves be accessed at any time.

Example ePosters

Conferences using this approach include Association of Medical Education in Europe (AMEE), Association of Dental Education in Europe (ADEE), SESAM, North American Spine Society (NASS). Below are some ePosters from these events that show the effective way in which authors have used our rich ePoster format to share their work.

The [Accessible 3D Scanning ePoster](#) (from AMEE 2018) includes particularly rich visual material, but the really impressive part is that they have included their 3D animations (that you can manipulate) within the ePoster itself. So this really lets the delegate experience more fully what they had developed. We also like that they have included a How to Guide as well. This is one of the real benefits of ePosters since you can include the further material such as this directly inside the ePoster. So people who view the ePoster not only get the whole picture of your work but can also be given guides/material that will allow them to undertake similar work themselves. This is also really helpful for qualitative research, where you often find that in a paper (let alone a poster) you are unable to include the rich data that you have collected that really demonstrates your findings. Instead you are forced to just pick out key quotes. Now you can highlight those key quotes in your presentation or overview, but also include the fuller data set (if ethics allow) within the ePoster as well.

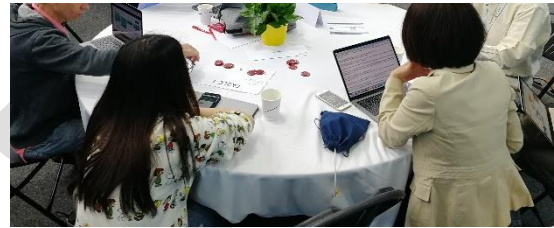
The [Emergent Themes in Cultural Prototypes ePoster](#) (from SESAM 2019) not only happens to describe a really interesting piece of research (it won best ePoster abstract prize) but also is able to include their own paper (as a reference) within the ePoster itself, so you can read more about the details of their work. We also like the fact that they link to an online tool that allows you to compare the PDI (cultural dimensions) of different countries. This is another real benefit of the ePosters, the ability to directly point people towards tools that they may find useful and for delegates to seamlessly access those tools. In this case they have linked to a website, but it is also possible to link directly to an app.



The [Clinical Guidelines in Collaborative Relationships ePoster](#) (from ADEE 2019) is both beautifully designed (the author has made use of the fact that you can choose to fill the whole tile with an image) and also includes rich background material, such as the links to the actual online questionnaires used in their study. This detailed background information cannot usually be included in a poster, but is invaluable if you want to share knowledge and allow others to fully understand and build on your work.

2. Rich discussions and collaboration at the ePoster BarCamp

The emphasis is on giving authors the opportunity to discuss their work with many people and to put them in contact with others who have a shared interest in their topic.



Process

Before the event

- ePosters are published to the showcase website
- A one hour session is scheduled for the ePoster BarCamp
- The ePosters are grouped – with 3 ePosters in each theme.
- Authors are told which theme they have been put in and given the details of the two other authors/ePosters in this theme.

During the event

- The ePosters are all available on the ePosters showcase website and also through the mini-poster walls.
- The room is set out in cabaret format with round tables seating between 8-12 people
- Each table has a theme and there are 3 ePoster authors at the table whose work is related to that theme
- The display on the mini-poster wall has highlighted the table themes and which ePosters will be on each table
- The mini-posters for the relevant ePosters are also on each of the tables
- Delegates join the table of the theme that most interests them
- They then have 20 minutes at that table to discuss the theme. This starts with each ePoster author giving a brief 1 minute overview of how their work/ePoster addresses the theme. An open discussion then follows where all delegates can ask questions and contribute their own thoughts on the theme.
- After 20 minutes delegates move to another table to have another 20 minute discussion around a different theme.
- A final table move and another 20 minute discussion follows this.



- Organisers sometimes also allow time for a wrap up / summary at the end of the BarCamp. An alternative is to move the model towards the round table model described below and ask the Chair of each table (the ePoster authors can take this in turn) to record the summary of each session's discussion and add this to a theme ePoster.

After the event

- The ePosters remain accessible after the event
- Delegates can easily return to those ePosters they have favoured during the event and/or can search the showcase for ePosters that interest them
- Delegates can post comments or questions to the ePoster and the author can answer these. This discussion is attached to the ePoster so that others can view it.
- Authors can send out messages to their ePoster viewers. Delegates who have favoured the ePoster and accepted notifications will receive notifications of these messages.
- Delegates can easily share relevant ePosters with their colleagues – helping to disseminate the author's work and increase the opportunities for collaboration.
- The author can easily share their ePoster with others wherever they are – helping to disseminate their work

Value / Benefits

- **Authors:** One hour of discussion related to the theme of their work with three different groups of people.
- **Delegates:** Get a chance to explore and discuss three different themes with authors and other delegates. Supports delegate networking. Discussion goes beyond Q&A and gives the delegates the chance to explore the authors' work in more detail and the opportunity to bring their own experience and knowledge into the discussion. They leave with the ePosters that interested them most easily accessible on their phone.
- **Organisers:** Gives time and space to discussions rather than just top-down presentations. Supports delegate networking. No specialist equipment needs to be hired. Draws attention to the ePosters, which can themselves be accessed at any time.

Example ePosters

Conferences where this approach have been used include the European Conference of Technology Enhanced Learning (EC-TEL) and the Clinical Education Network (CEN). Below is one of the ePosters that shows the effective way in which authors have used our rich ePoster format to share their work.

The [MedSense ePoster](#) (from EC-TEL 2018) was created by a group of medical students. They've made very nice use of the platform by including rich materials such as a video and a link to their online demo. They've also included a link to a survey, which people can answer to give them feedback. Then really pushing the most interactive aspect of the platform they have also included a tile (Titled "Anything to share") which would allow delegates to add their own material (weblinks, audio, video, files) to the ePoster as a way of sharing extra resources/knowledge on this topic.



3. Enrich your round table discussions – recognise all the expertise in the room

The emphasis is on recognising that all delegates bring relevant expertise, knowledge and experience to the table.

Process

Before the event

- A round table session is scheduled to give delegates time to discuss key themes that are of interest to the community
- Before the event, a Chair Person is allocated to each theme
- The Chair Person creates an ePoster in which they describe the theme, list some guiding questions for the discussion and include resources (reports, documents, links to websites, videos, twitter streams etc.) that relate to the theme. Alternatively the Chair Person for each theme can email this information to a named person (from the conference team or Kubify) who creates the ePoster for each theme.
- The ePosters are published to the ePoster showcase and delegates are encouraged to explore them.
- Each ePoster contains a space where delegates can add resources that they feel will also help to inform the discussions. They can add these extra materials before, during and after the event.

During the event

- The ePosters for each theme are available on the ePosters showcase website and also through the mini-poster walls.
- The room is set out in cabaret format with round tables seating between 8-12 people
- Each table has a theme and the mini-poster for that theme is on the table
- Delegates join the table of the theme that most interests them
- They then have 20-30 minutes at that table to discuss the theme. This starts with the Chair Person giving a brief overview of the theme and the guiding questions, as well as highlighting the background materials in the ePoster and pointing out that delegates can add their own material here as well. An open discussion then follows where all delegates can ask questions and contribute their own thoughts on the theme.
- When this session finishes delegates move to another table to have another discussion around a different theme.
- The table change might be repeated a third time as well if time allows.
- At the end of the final session the Chair Person for each theme will add a summary of the discussions to the ePoster. They can do this directly from their phone/computer and the summary can be in various formats – a photo of notes taken, typed up notes, an audio or video recording from the Chair Person or from the group.



After the event

- The ePosters remain accessible after the event
- Delegates can easily return to those ePosters they have favoured during the event and/or can search the showcase for ePosters that interest them
- Delegates can add resources to the ePoster, helping to enrich it and capture the knowledge that was shared at the table
- Delegates can post comments or questions to the ePoster and others can answer these. This discussion is attached to the ePoster so that all can view it.
- The Chair Person can send out messages to their ePoster viewers. Delegates who have favoured the ePoster and accepted notifications will receive notifications of these messages.
- Delegates can easily share relevant ePosters with their colleagues – helping to share the knowledge built during the event and to increase the opportunities for collaboration.

Value / Benefits

- **Delegates:** A chance to explore and discuss three different themes with other delegates. Supports delegate networking and knowledge exchange. The opportunity to bring their own experience and knowledge into the discussion and to enrich the shared knowledge collection (the ePoster). Access to rich collections of resources (the ePosters) related to the themes that interest them.
- **Organisers:** Gives time and space to discussions rather than just presentations. Supports delegate networking and knowledge exchange. Values the expertise and knowledge of all delegates. Creates a rich collection of resources related to these themes.

Example ePosters

Events where this approach have been used include the IMEX Association Day and the Clinical Education Network (CEN). Below are a couple of ePosters from these events.

The [Topic 1 – Social Media for Associations](#) ePoster was one of the round table ePosters used at the IMEX Association Day 2019. It captures the rich set of resources that the Chair Person had collected for delegates as well as providing others with the opportunity to add to this. The Chair Person has also added an audio recording of the summary of the discussions.

The [Table A – Student Participation in Research ePoster](#) from CEN 2018 contains links to the three ePosters that were discussed on this theme table, as well as containing spaces where the notes from the 3 rounds of discussions were recorded.



4. Rich digital handouts from workshops and speaker presentations

The emphasis is on allowing the speaker or workshop organiser to easily create a package of materials related to their session which can be shared with delegates.



Process

Before the event

- The speaker or workshop organiser creates an ePoster into which they can add any materials they are happy to share with the delegates. This could include their presentation, reports, links to apps, webpages, videos, social media feeds or feedback forms.
- They can also choose to include a space where delegates can add their own material and resources to share with the group.
- They can also choose whether to allow discussions to be attached to the ePoster.

During the event

- The mini-poster can be displayed in the session room and/or the speaker can bring up the ePoster's QR code onscreen, allowing delegates to scan this and then have access to all the materials.
- If allowed by the author, then delegates can also post comments/questions to the ePoster and add additional resources into the ePoster.

After the event

- The ePoster remains accessible after the event, although the author can choose to limit access if required
- If allowed by the author, delegates can post comments or questions to the ePoster and others can answer these. This discussion is attached to the ePoster so that all can view it.
- The author can send out messages to their ePoster viewers. Delegates who have favourited the ePoster and accepted notifications will receive notifications of these messages.

Value / Benefits

- **Author:** An easy way of sharing a collection of resources linked to their session. Able to update the ePoster at the last minute and after the event. Able to gather input from



delegates through the ePoster. Able to control sharing by switching ePoster back to private later if required or requiring login.

- **Delegates:** Easy access to the session materials
- **Organisers:** Gives control of collection and sharing of workshop/speaker material to the workshop organiser or speaker. Author can make updates to their content at any time and from anywhere. Delegates will always access the most up to date material.

Example ePosters

Events where this approach have been used include the Association for Medical Education in Europe (AMEE) and Academy of Clinical Educators (ACE).

The [Leveraging Learning Analytics Workshop ePoster](#) contains not only an overview of the workshop structure but also links to the profile pages of the workshop speakers, their presentations and papers containing more detail on their work and important guidelines.

5. Supporting well-informed discussions in online conferences

The emphasis is bringing people together to present their work and have meaningful discussions without the need for travel.

Process

Before the event

- The ePosters are shared on the showcase website and delegates are encouraged to explore them ahead of the online conference.
- Delegates can post comments and questions on the ePoster ahead of the conference.
- The authors can answer these and use the input to refine their ePoster and presentation.

During the event

- The conference delegates join a webinar call during which the author shares their screen and presents their ePoster.
- Time is allowed for Q&A at the end of the presentation.

After the event

- If the webinar presentation and Q&A was recorded then this video can be added to the ePoster itself



- The ePosters remain accessible after the event on the ePoster showcase website
- Delegates can continue to post comments or questions to the ePoster and the author can answer these. This discussion is attached to the ePoster so that others can view it.
- Authors can send out messages to their ePoster viewers. Delegates who have favoured the ePoster and accepted notifications will receive notifications of these messages.
- Delegates can easily share relevant ePosters with their colleagues – helping to disseminate the author’s work and increase the opportunities for collaboration.
- The author can easily share their ePoster with others wherever they are – helping to disseminate their work

Value / Benefits

- **Authors:** The chance to improve their ePoster and presentation using pre-event input from other delegates. Able to present their work to a wide audience without travelling.
- **Delegates:** Exposure to new research and ideas without the need to travel. Those that are able to join the live webinar have the opportunity to put questions directly to the author. Those that are not able to attend live can still watch the video of the presentation if it was recorded and added to the ePoster. All can engage in discussion with the author and other delegates through the ePoster.
- **Organisers:** Highly sustainable approach to events by not requiring travel. Ability to release materials ahead of the conference so that early feedback can be used by authors to hone their presentations. The creation of rich content on the ePoster showcase.

Example ePosters

Events where this approach have been used include the Mirot's Erasmus Project's Web Exchange.

The [Brain Injury ePoster](#) (from Mirot's Web Exchange 2019) was presented at the Mirot's Web Exchange online conference. The ePoster was created by a group of students to present their project work. In this case the project work itself had also taken place at a distance since the student group was half from the UK and half from Latvia. The students worked together on a project, jointly produced the material to include in the ePoster and then one student created the ePoster. Their ePoster contains rich material including videos and weblinks. The Mirot's project used the chat function in a planned & structured manner. They asked each student group to peer review another student group's ePoster. They were then asked to add their comments and questions for that group in the ePoster's chat channel. The students had to do this one week before the online conference in which the ePosters would be presented. This meant that each student group was forewarned of the type of questions that would be raised in the presentation and had some time to prepare for them ahead of the presentation.