

# Knowledge Transfer Event Canvas\*

\* For small and large business events, from networking to congresses and more

*Templates to let knowledge flow*



Print A4 oder A3, black and white or in colour.

Download & more: <https://medium.com/@ainvienna>

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# Planning the business event

Use this canvas for goal oriented knowledge transfer.

For/at/in:

Done by/when:

## CONTEXT



Topic, sector/industry, competition, positive trends, negative trends, ...?

### GOAL/S

Organisers?



-> **Conclusions** for knowledge transfer, success criteria/ROI?

### GOAL/S

Participant segments?



-> **Conclusions** for knowledge transfer, success criteria/ROI?

### GOAL/S

Speakers/experts?



-> **Conclusions** for knowledge transfer, success criteria/ROI?

### GOAL/S

Sponsors?



-> **Conclusions** for knowledge transfer, success criteria/ROI?

-> **3 key aspects:** knowledge transfer goals, success criteria/ROI

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②

## The business event

Use this canvas, to transfer knowledge according to your goals before, in and after the business event. Online, offline. Synchronous, asynchronous. From speakers/experts to participants, between participant, from participants to speakers/experts.

### BEFORE THE BUSINESS EVENT

How to identify, share, combine and internalize knowledge?



### AFTER THE BUSINESS EVENT

How to share, combine and internalize knowledge? And how make it sustainable?



### KNOWLEDGE TRANSFER GOALS

with success criteria/ROI

### IN THE BUSINESS EVENT

How to identify, share, combine, and internalize knowledge? And how make it sustainable?



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### ③ Learn from the business event for your next business event

Use this Canvas to learn from the knowledge transfer event.

#### SUCCESS CRITERIA/ROI

Met, exceeded, not met?



#### LESSONS LEARNED

What would you do again, do differently?



#### SUSTAINABILITY

How will you transfer your insights into new action (e.g. everyday networking, the next business event, ...)?



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# Knowledge transfer at business events

Knowledge transfer is more than just communication.

## Knowledge transfer:

-> makes knowledge available

-> supports understanding

-> and the active acquisition of knowledge and the combination with existing knowledge.

This canvas supports you to design knowledge transfer in business and networking events strategically. In doing so you support your participants to acquire knowledge, to make and improve business relationships.

**More information** you can find here: <https://medium.com/@ainvienna>  
And LinkedIn and Twitter with #knowledge\_eventcanvas



Canvas developed by **Annette Hexelschneider**

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*Visual thinking, visual communication, knowledge transfer*

*Knowledge transfer at business events: training for eventprofs,  
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