



Plenary + Group work
openIMIS 5th Anniversary Campaign

Presented by

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openIMIS Community Meeting, March 2021

Day 1

5th Anniversary Campaign



open**IMIS**



... mix of communication measures, events, community and capacity building activities

Audiences and campaign messages

INTERNAL



EXTERNAL (outreach)



	INTERNAL	EXTERNAL (outreach)	EXTERNAL (donors/partners)
Who	Community	Other networks, implementing organisations, academia	Donors, international/ multilateral organisations
Relation	Coordination, co-creation, knowledge sharing	Co-implementation, Peer-learning	Co-funding, promotion towards partner countries
Message	Let's CELEBRATE! Reflection on lessons learnt, acknowledging achievements, re-fuel for way forward 😊	openIMIS is an open source solution for the management of health financing schemes and other mechanisms in social (health) protection Strengths: field-proven, modular, flexible in use cases, cost-efficient, interoperable, aligned with international standards	openIMIS is a global good in health and social protection. It presents a sustainable digital solution to strengthen Universal Health Coverage and Universal Social Protection.

Linking points and channels for campaign

Events



Trainings



Communication
measures

Task for break-out groups:

Please, brainstorm on campaign activities that can help promoting the openIMIS Initiative – community, product & implementation?

Group A: starts with events communication



(Please, switch after 13min)

Events by Coordination Desk (e.g. Community Meeting)
Events by community members (e.g. AeHIN General Meeting)
External events that openIMIS contributes to (e.g. Global Digital Development Forum)

Group B: starts with



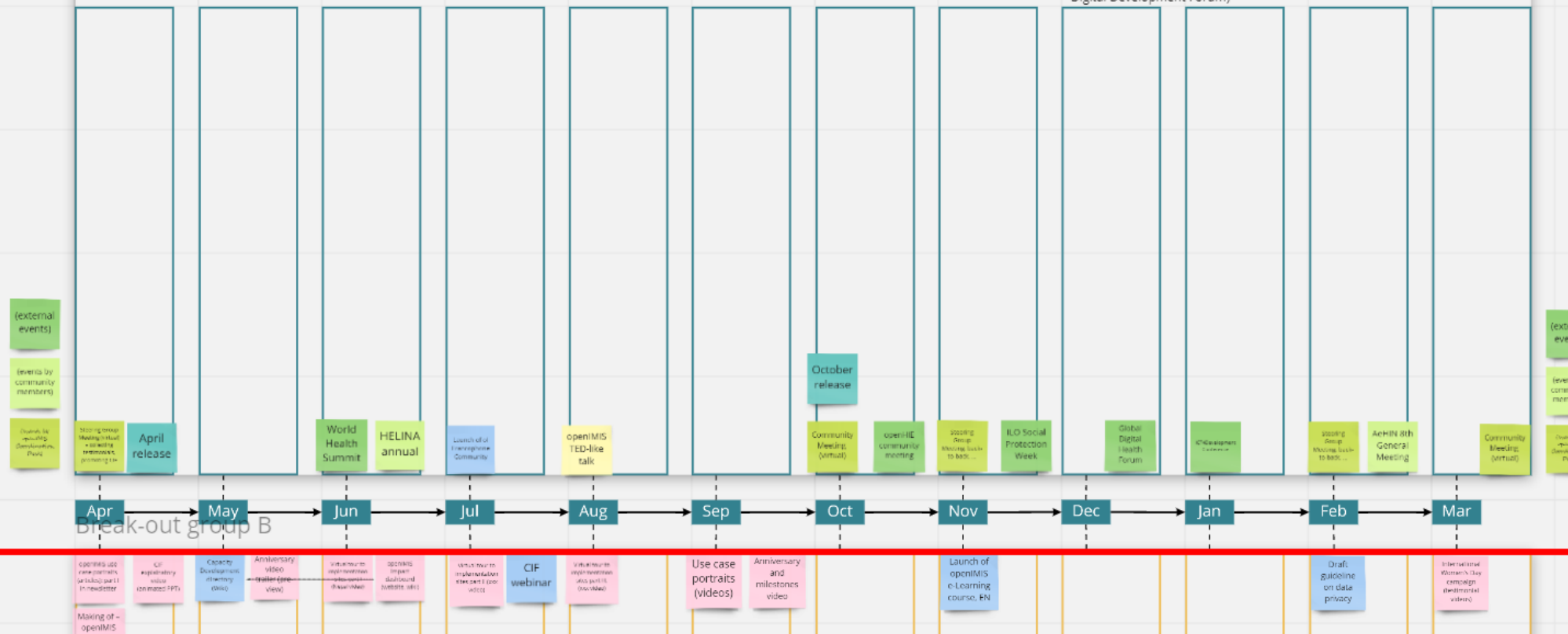
Communication products
(Planned) trainings by openIMIS (e.g. AeHIN openIMIS webinars)

Break-out group A



Break-out group A: Events

- Events by Coordination Desk (e.g. Community Meeting, TEDex-like talk)
- Events by community members (e.g. openIMIS anniversary input during AeHIN General Meeting)
- External events that openIMIS contributes to (e.g. openIMIS input during Global Digital Development Forum)



Introduction

openIMIS Campaign Activities - Timeline

Timeline Break-out Group A

Timeline Break-out Group B

Please use a green sticky note for already planned incidents:

Please use a blue sticky note for new ideas:

Planned event

event idea

training

communication

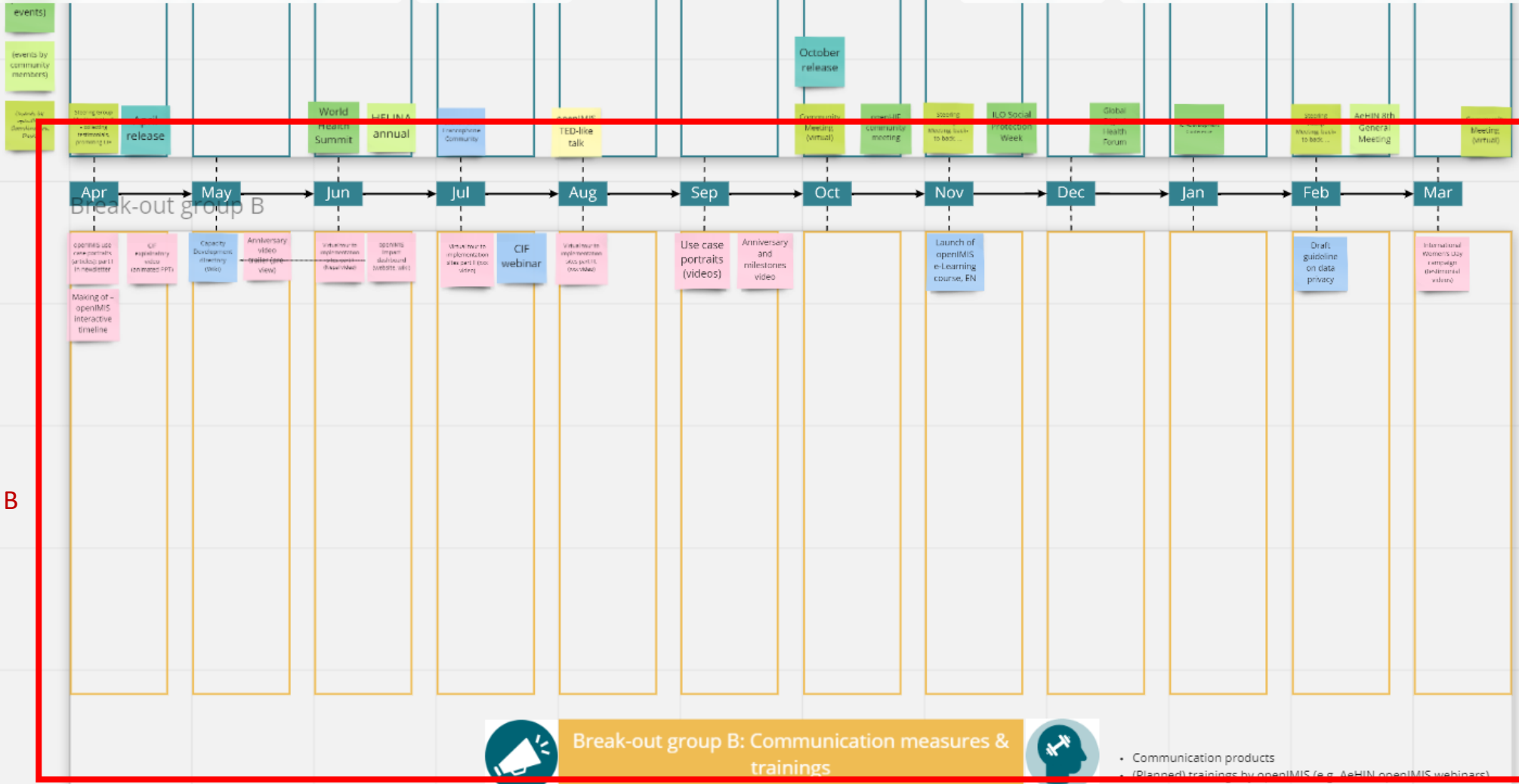
Introduction

Campaign Activities - Timeline

[Timeline Break-out Group A](#)
[Timeline Break-out Group B](#)

Please use a green sticky note for already planned incidents:
Planned event (green), event idea (yellow)

Please use a blue sticky note for new ideas:
training (blue), communication (pink)



Break-out group B

Break-out group B: Communication measures & trainings

- Communication products
- (Planned) trainings by openIMIS (e.g. ACHN openIMIS webinar)

Link to Miro canvas: https://miro.com/app/board/o9J_lQdl_Tc=

Break-out group B