



**Guidelines for Production and Delivery of  
Global Forum on Nicotine Dialogues**

## Introduction

These guidelines have been prepared based on experience gained to date from previous events. They are intended to assist local hosts working with [Global Forum on Nicotine](#) (GFN) to ensure quality and effective delivery of the dialogues in each location. Some details may be subject to minor adjustment, to allow for specific local requirements, but the overall structure will remain the same.

### **What is GFN?**

GFN is the only international conference to focus on the role of safer nicotine products that offer an alternative for people to switch from smoking. Safer nicotine products include e-cigarettes, oral tobaccos such as Swedish snus, and 'heat-not-burn' tobacco products. This is a rapidly evolving area with many new non-combustible products emerging. The annual conference examines the rapidly developing science in relation to nicotine and its use, including policy and regulatory responses.

The organisers of GFN are [Knowledge•Action•Change](#).

### **Why the GFN Dialogues?**

Interest in the debates surrounding the rapidly changing nicotine landscape continues to grow and the organisers of GFN are seeking to use this established brand to reach out and engage with a wider audience, ensuring the topics remain live and fresh, rather than hold only a single annual event.

### **What are GFN Dialogues?**

These are short, focussed events designed to enable interactive discussion and debate. They involve public health professionals, academics and scientists, policy makers, consumers, owners and managers of premises and members of the public, tackling a range of issues surrounding the increasing use of safer nicotine products (including e-cigarettes) as an alternative to smoking.

During each dialogue a panel of speakers representing different perspectives each make short presentations, addressing a topic relating to nicotine use. A moderated Q&A and discussion session involving the audience follows the presentations.

The dialogues are filmed with the proceedings posted on the GFN website <https://gfn.net.co/dialogues>, creating an archive providing accurate information to those who might be interested in the subject, as well as assisting those charged with making policy in having a cross-section of views to draw upon.

### **How are the GFN Dialogues produced?**

In each location the GFN team work with a local host to produce the dialogue. Such hosts include stop smoking services, nicotine consumer groups, drug policy organisations and academic bodies, although other types of organisation may be relevant in some locations.

The GFN team and the local host share the work involved according to an agreed framework, based on the tasks described in this document. Once this is agreed the event will be badged as a 'GFN Dialogue, in association with...'

## **Specification for the Dialogues**

### **Numbers and target audience**

The optimum number of participants for a dialogue is between 70 and 100. Numbers may vary, according to the topic chosen for discussion, although it is useful to have a number in mind when planning the event – something the local host should be able to advise on.

The participants will be drawn from academics, public health practitioners and policy makers (including those working in and managing front-line services) consumers and consumer advocates, producers and distributors of new low-risk nicotine products, local media and members of the public. Promotion locally should be aimed at key target groups and populations identified by the local host.

### **Structure**

Each dialogue is designed to last a maximum of three hours. The time is divided into 30 minutes with refreshments on arrival, to allow for registration and some networking, followed by two hours of panel-lead, moderated discussion and debate on the advertised topic. The event should end with a short period (30 minutes) for informal continued discussions and networking, again with refreshments provided. Experience indicates that events are best planned for afternoons.

### **The topic and panel**

The topic for each dialogue will be agreed between the GFN team and the local host. The panel will be drawn from:

- consumers/consumer advocate with knowledge and experience of using lower-risk nicotine products;
- scientists with experience of client or research work in the field;
- local public health practitioners (including smoking cessation professionals);
- opponents/sceptics of new low-risk products;
- local managers of work/recreational spaces charged with developing and implementing policies and restrictions on use of products.

The panel should include no more than 5 members, along with a moderator, with the line-up being agreed between the GFN team and the local host. The panel should also ensure a good local representation – where this is possible – although external members can be included, where circumstances and finances allow.

The format is for the moderator to introduce each of the panellists and to allow them 6/7 minutes to present opening statements related to the topic for

discussion. Given the short time they have, panellists are encouraged to use any a/v (PowerPoint) sparingly<sup>1</sup>.

Once each of the panellists has concluded their opening statements, the moderator will open the discussion to the audience, in order that they might make additional points, or ask questions.

The moderator is will ensure there is time for each panellist to make a closing statement (maximum 2/3 minutes) to sum up their view of the discussion at the end.

The proceedings will ordinarily be filmed, with an edited version posted on the GFN website, as a permanent record of the dialogue.

### **Venue and technical specification**

The venue needs to be accessible and well served by public transport, with parking also available, and preferably located in a city/town centre.

It needs to have an area where the anticipated number of participants can be comfortably seated, along with a stage area at the front for the panel.

There also needs to be sufficient space for the serving of refreshments (tea/coffee)<sup>2</sup> provided by the venue caterers.

The venue should ideally be 'vape-friendly' to encourage attendance by consumers.

Audio-visual equipment required is:

- ❖ Projector, laptop and screen (the venue also needs to have blinds/curtains to ensure clarity of projection where these maybe required)
- ❖ Sound system with a minimum of 6 microphones (one for the moderator, three for the panel and two roving to be used for the Q&A)<sup>3</sup>
- ❖ The services of an a/v technician (where available) to operate the equipment<sup>4</sup>

### **Responsibilities of the local host**

The local host for each dialogue will be required to undertake a number of tasks including:

- ❖ Assign a member of staff to work with the GFN team to produce and deliver the dialogue

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<sup>1</sup> See guidance for Moderators and Panellists in Appendix One

<sup>2</sup> This can be in the same room, or in one adjacent.

<sup>3</sup> Ideally each of the panelists and the moderator should have lapel microphones, with two roving microphones for Q&A, where this facility is available

<sup>4</sup> If no technician is available, the local host needs to have appoint someone to ensure any equipment used is tested and functioning before the dialogue begins and to trouble-shoot if any problems arise with it

- ❖ Source an appropriate venue for the event (the final choice to be agreed with GFN team)
- ❖ Advise on local hotel for GFN team and guest speakers requiring accommodation
- ❖ Once contracts are signed with a venue, to liaise with the venue on matters relating to equipment and services (including catering)
- ❖ Work with GFN team to plan the topic and identify panellists and a moderator for the dialogue
- ❖ Approach, confirm and liaise with panellists located locally
- ❖ Allocate a designated person to work on the promotion of the dialogue locally, using contacts, networks and social media, as well as approaching local media, to ensure local support and attendance
- ❖ Allocate two persons to welcome and register participants at the dialogue

### **Responsibilities of the GFN team**

In addition to organising the annual GFN conference, the team have experience of organising other events and will lend this experience to supporting the local host for each dialogue. The team will:

- ❖ Assign a designated person to help organise the dialogue
- ❖ Agree an action plan with the local host – timescales and specific tasks
- ❖ Assist in the venue selection
- ❖ Agree a topic for the dialogue with the local host
- ❖ Assist in identifying and securing panellists
- ❖ Set up a webpage and registration system for the dialogue
- ❖ Promote the dialogue via social media and produce materials that can also be used for promotion locally
- ❖ Use GFN databases and alerts to promote the dialogue
- ❖ Arrange, where possible, for the proceedings to be filmed
- ❖ Collate numbers attending, feedback on the dialogue<sup>5</sup> and produce a short report for posting on the GFN website

The individual areas identified above are not prescriptive, but will be used rather to construct an agreement between the local host and the GFN team to ensure the smooth and effective production and delivery of the dialogue.

### **Funding**

The dialogues should be free to attend for participants, to encourage people to come along.

GFN has limited funds to produce dialogues and will assess the viability of each on an individual basis. GFN can provide the technical and organisational support outlined in the document, along with a modest financial contribution.

Local hosts commit to providing the support outlined in this document and should consider what additional funds, resources, or goods and services in-kind they might be able to commit to support the event.

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<sup>5</sup> The feedback for form the dialogues can be found in Appendix Two

In addition external funding can be sought.

The main expenditure will be for premises hire, travel and accommodation for panellists and filming.

## Appendix One

### GFN Dialogues – Briefing for Moderators and Panellists

Thank you for agreeing to take part in this GFN Dialogue. This short note is to assist in making the events run smoothly.

The main aim of the dialogues is to stimulate discussion involving the audience. To ensure we achieve this we would ask chairs to make their introduction brief (5 minutes maximum) and focussed on the topic for discussion.

In introducing the individual panellists, the moderator will use the biographical information posted on the website, unless an alternative is provided to them.

For panellists, please keep your opening statements brief (6/7 minutes maximum) ideally posing some questions you would like to have discussed as the event unfolds. You will have ample time during the course of the discussions to expand on your initial points. Not all in the audience will be familiar with technology, or the terminology relating to vaping, so please also pitch your remarks accordingly.

We do have projection facilities available, but please restrict any slides you may wish to use to a maximum of 5.

The moderator should ensure that they have a couple of 'kick-start' questions available, should the audience be slow to respond at the start of the discussions.

As the proceedings are being filmed, chairs should ensure that anyone making an intervention – either on the panel, or in the audience – should have use of a microphone before they begin.

At the end of the discussion each panellist will be given 2/3 minutes to respond to the proceedings as a whole and the moderator will then make their concluding remarks.

## Appendix Two



### FEEDBACK FORM

Thank you for taking the time to attend today's dialogue. As you may know, the event is one of a series being organised to examine some of the important issues surrounding the increasing popularity and use of new nicotine products. Our aim is to ensure that the information we provide is accurate and relevant to all those concerned, including consumers and others who may be affected. In order to help us we ask you to take a few moments to let us have your feedback, by answering the questions below. We will evaluate the events and ensure that the feedback we receive helps shape future dialogues to address the issues that matter, in a way that is most useful.

Dialogue attended (please tick)                      ??????????                       ??????????                       ??????????

On a scale of 1→5 (low→high) please rate (circle) the following **prior** to attending the dialogue:

|                                 |   |   |   |   |   |
|---------------------------------|---|---|---|---|---|
| My knowledge about vaping was   | 1 | 2 | 3 | 4 | 5 |
| My knowledge about nicotine was | 1 | 2 | 3 | 4 | 5 |

My negative concerns about vaping were (tick)                      none                       moderate                       serious

On a scale of 1→5 (low→high) please rate (circle) the following **after** attending the dialogue:

|                           |   |   |   |   |   |
|---------------------------|---|---|---|---|---|
| The presentations         | 1 | 2 | 3 | 4 | 5 |
| The event was informative | 1 | 2 | 3 | 4 | 5 |
| The event was interesting | 1 | 2 | 3 | 4 | 5 |

My knowledge about vaping is (tick)            same as before             greater than before   
My knowledge about nicotine is (tick)            same as before             greater than before

My negative concerns about vaping are (tick)    less than before     same as before     greater than before

On a scale of 1→5 (low→high) please rate (circle) the following:

|                                    |   |   |   |   |   |
|------------------------------------|---|---|---|---|---|
| The location (ease of access, etc) | 1 | 2 | 3 | 4 | 5 |
| The venue                          | 1 | 2 | 3 | 4 | 5 |
| The refreshments                   | 1 | 2 | 3 | 4 | 5 |

The dialogue was (tick)            **too short**             **about the right length**             **too long**

Any other comments you may have would be very welcome. Please put them in the box below.

**Thank you for completing the form. Please leave it the box provided, or give it to a member of the team.**