



WORLD THROMBOSIS DAY
13 OCTOBER

HOW TO GUIDE

PLANNING AN EVENT

to build awareness of thrombosis



Planning an event for World Thrombosis Day

Planning and executing WTD events involves organizing local activities, both virtual and in-person, to increase awareness of blood clots.

Partners can access a range of resources such as printable fact sheets, posters and guidance from the WTD Steering Committee to ensure the success of their events and educational initiatives.

Power in numbers

Build strategic alliances with organizations and companies whose mission align with WTD's goals of improving public health worldwide and reducing hospital-associated VTE. Potential partners include:

- Health advocates (including patients and patient groups)
- Medical and health professional societies
- Hospitals and healthcare systems
- Public health organizations
- Universities

WorldThrombosisDay.org



Pro Tips

- **Engage stakeholders:**
Collaborate with healthcare professionals, patient groups and local organizations to ensure diverse perspectives and resources are utilized effectively.
- **Prioritize education:**
Tailor your messages for each platform's audience. Utilize visuals on Instagram for compelling storytelling, and opt for longer-form content on LinkedIn for in-depth discussions.
- **Use campaign resources:**
WTD offers an expansive suite of free materials including logos, fact sheets, posters and social media posts in multiple languages.

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Getting Started



- **Define objectives**

Set clear objectives and identify your target audience. Identify organizations and groups that you would like to collaborate with for support and promotion.

- **Choose theme and venue**

Choose a compelling theme around building awareness and secure a location.

- **Create a timeline and budget**

Develop a detailed timeline and budget, outlining necessary resources and logistics.

- **Engage and educate**

Create engaging activities and utilize campaign resources to raise awareness about thrombosis treatment and prevention.

- **Promote and execute**

Use social media, as well as local media outlets, to promote and execute your event. Don't forget to submit your event to WTD so we can share it too.

- **Evaluate and reflect**

Evaluate the event's success through attendee feedback and measurable outcomes. Send pictures to the WTD team.



Pro Tip

WTD offers curated lists of activities suitable for local communities, hospitals and universities--all designed to boost awareness of thrombosis.

- [35 Ways to raise awareness in your local community](#)
- [30 impactful ways for universities and hospitals to champion World Thrombosis](#)



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Campaign resources

WTD offers an expansive suite of free downloadable materials available for partners in multiple languages including:

- Logos
- Fact sheets
- PowerPoint presentation layouts
- Letterhead
- Customizable social media graphics
- Customizable posters
- Translated social media posts
- Zoom backgrounds



Partner Spotlight

Thrombosis Ireland created a poster about hospital-associated thrombosis and had it printed into a hospital tray sheet. They supplied copies for placement on patient hospital trays across Ireland to enhance awareness and education.

