

22nd European Health Forum Gastein
A Health Dose of Disruption?
Transformative Change for health and Societal Well-Being

TASK 2: Web-blog contribution on a conference session

TASK DESCRIPTION

The web-blog task aims to provide Forum participants, the media and the European Health Community with live coverage of activities at the conference. Its purpose is not to report on the entire session but to elaborate on an interesting **issue, topic, thought, launch of the service/publication/website**.

Blog texts will appear on the **official EHFG Blog**: www.ehfg.org/blog.

We also hope that some of your texts may appear on the **BMJ Groups Blog** <http://blogs.bmj.com/> (for more info, contact Alexei: alexei.croitoru@ehfg.org).

PREPARATION

- Get familiar with the topics and speakers of the sessions
- Locate 2-3 topics/issues that you think might be the most interesting/controversial
- Bring a notepad for notes and camera/telephone to take photos

REQUIREMENTS

- Focus on one or two core aspects you find interesting, new, innovative, controversial
- Provide a balanced view but don't hesitate to inject your personal opinions into the posts
- Think about how you would talk about the topic to someone who hasn't participated at the session – how would you characterise what you are focusing on, if you were chatting over the phone, for instance? This may help structure your thoughts and is a good way to go about this task - a blog can be more casual in tone than, e.g., a formal report would be
- Write the blog during the session or shortly afterwards, so it can be uploaded onto the web as soon as possible
- Submit one blog for every session to which the working group is assigned to

FORMATTING

- Any literal form, 400-600 words long
- Word document
- Arial, 12pt
- Short and snappy title
- Take photos during the session - if you take a photo of a speaker, please make sure you identify who is speaking, and send one photo of yourself to go with the blog; you can also use professional photos from our website
- You can see examples of good blog posts [here](#) and [here](#)

TASK DISTRIBUTION

It is recommended that each blog entry is written by one person.

This is to be set at the Group meeting.

DEADLINE

The web-blog contributions should be written **ASAP after the session**.

Send your finished blog to your working group leader for a final check before it is forwarded to Max (max@ehfg.org) with Alexei (alexei.croitoru@ehfg.org) and Catherine (catherine.friedly@ehfg.org) in cc.