



urticaria day
TAKE BACK CONTROL
FROM ITCH TO UNDERSTANDING

Meet & Greet Activation Guide

This guide provides practical ideas, formats, and ready-to-use materials to help organise engaging and impactful meet and greet activities for UDAY 2026. It is designed to be flexible, low-cost, and easy to adapt across different countries and settings.



Objectives

Meet and greet activities should aim to achieve the following goals:

Raise Awareness

Highlight the real-life impact of urticaria on patients and their families.

Safe Space for Sharing

Create an environment where lived experiences can be shared openly and without judgement.

Encourage Dialogue

Foster meaningful conversations between people living with urticaria, caregivers, and healthcare professionals.

Promote the Theme

Bring the UDAY 2026 theme to life:

Take Back Control

– From Itch To Understanding.

Drive Engagement

Connect attendees with campaign resources, tools, and the wider UDAY community.



Format Options

Choose the format that best suits your local context, audience, and available resources.

All formats can be adapted to fit different budgets and settings.

A. Informal Community

Meet-Up

- Location: Café, park, community centre
- Audience: Patients, families, local community
- Format: Open discussion, sharing stories
- Duration: 1–2 hours

B. Structured Meet & Greet with

Speakers

- Location: Clinic, hospital, event space
- Audience: Patients + healthcare professionals
- Format: Short talks + Q&A + networking
- Duration: 2–3 hours

C. Awareness Pop-Up

Stand

- Location: Shopping centre, hospital lobby, public square
- Audience: General public
- Format: Walk-by engagement, quick conversations
- Duration: Flexible (half or full day)

D. Hybrid / Online

Meet-Up

- Platform: Zoom or similar
- Audience: Wider, including those unable to attend physically
- Format: Moderated discussion + chat interaction
- Duration: Flexible



Core Activation Ideas

1

"Take Back Control"

Wall

Participants write short statements about their experience using prompts such as *"What people don't see about urticaria is..."* or *"One thing I wish others understood is..."* Can be physical (sticky notes) or printed cards. Creates a powerful visual storytelling piece and social content.

2

Story Sharing

Corner

A quiet space for 1:1 or small group conversations. Optionally record short video testimonials with consent, using simple filming guidelines — phone, eye-level, quiet space.

3

Myth vs Fact Board

Display common misconceptions about urticaria. Visitors guess before the answers are revealed. Helps educate in an interactive and engaging way.

4

"Walk With Me" Conversation Prompts

Pair participants for short guided conversations using printed prompt cards. Encourages genuine connection and empathy between attendees.

5

Mini Survey / Insight Station

A quick 3–5 question survey, available on paper or via QR code. Example questions: *"What is your biggest daily challenge?"* and *"Do you feel understood by others?"*

6

Photo Moment

Set up a branded backdrop, simple sign, or campaign t-shirts. Use messages such as *"Living with Urticaria"* or *"Take Back Control – From Itch To Understanding."* Encourage attendees to share on social media.



Using the Campaign Materials

All campaign materials — t-shirts, posters, leaflets, roll-ups, banners, social assets, and more — will be provided as ready-to-use and editable templates. The focus for organisers should be on how to use these materials to create engaging local activations.

1. Posters

Use posters to build awareness before and during the event. We created editable Canva templates that can be personalised, translated, and adapted for local use.

- Display in clinics, pharmacies, community centres, universities
- Place at entrances, notice boards, waiting areas
- Add local event details (date, time, location)
- Use as conversation starters during the event

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2. Leaflets / Flyers

Use as take-home resources and conversation tools.

- Hand out during meet and greets or pop-up stands
- Include in clinic reception areas
- Give to attendees to share with friends and family
- Pair with QR codes to drive traffic to the website

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3. Roll-Up Banners

Use as the main visual anchor for your event.

- Place at the entrance or behind the main table
- Use to clearly signal the purpose of the event
- Support photo moments and social sharing
- Reinforce the campaign theme visually

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4. Banners (Digital & Print)

Use across platforms to create a consistent presence.

- Website homepage banners
- Email headers when promoting events
- Social media cover images
- Optional: large printed banners for venues

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Download

5. T-Shirts & Wearables

Use across platforms to create a consistent presence.

- Website homepage banners
- Email headers when promoting events
- Social media cover images
- Optional: large printed banners for venues

Download

6. Social Media Assets

Use to promote, amplify, and extend reach.

- Announce events in advance (Save the Date + reminder posts)
- Share live updates during the event
- Post highlights, quotes, and photos after
- Encourage attendees to share their own content

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How to Use Materials Together

Combine materials to create a simple but effective setup:



 Keep messaging consistent by using the same theme, colours, and key messages across all materials.



Event Setup Using Provided Materials

Organisers do not need to create new materials. All assets will be provided. The focus should be on using them effectively within the event setup.

Simple Setup — Small / Low Budget

- 1 table or small stand
- 1 roll-up banner behind or next to the table
- Leaflets available on the table
- QR code visible for easy access to resources
- Optional: small interaction (e.g. prompt cards or simple question board)

Medium Setup — Community Event / Clinic Activation

- 1–2 roll-up banners to frame the space
- Table with leaflets and sign-in or QR code
- Poster placement around the venue to guide attendees
- Dedicated space for conversations (chairs or informal seating)
- Volunteers wearing campaign T-shirts for visibility

Larger Setup — Public Activation / Event Space

- Multiple banners to create a visible presence
- Clear entry point with branding
- Defined areas:
 - Welcome / information table
 - Conversation or sharing space
 - Photo or engagement area
- Consistent branding across all touchpoints



Running the Event

Choose the opening approach that best suits your audience and event tone:

Option 1: Educational

- What is urticaria
- Key symptoms
- Impact on daily life

Option 2: Human Story

- Short quote from a person living with urticaria
- Strong emotional message

Opening Message Options

Choose the opening approach that best suits your audience and event tone:

Simple Event Setup (Low-Budget)

- Table with branded cloth or poster
- One roll-up banner
- Printed materials
- Sticky note wall or board
- QR code printout



Promotion & Social Media

Social media plays a key role in driving attendance and extending the impact of your event beyond those who attend in person.

Before the Event

1

Use provided social assets to announce your event.
Share a Save the Date post followed by 1–2 reminders. Include date, time, location, and how to attend. Tag partners and local organisations to increase reach.

2

Add to UDAY Website

Submit your event details to be featured on the official UDAY events page. This increases visibility and allows others in your area to find and join your event. Include a contact or registration link where possible.

During the Event

3

Share live updates — photos, short videos, and stories.
Use campaign hashtags and tag UDAY where possible.
Capture authentic moments such as conversations, quotes, and interactions.

4

After the Event

Share a recap post with photos and key highlights.
Thank attendees, partners, and contributors.
Encourage continued engagement with UDAY resources.



Content Capture & Sharing

Capturing and sharing content helps raise awareness and amplifies the voices of people living with urticaria.

What to Capture

- Photos of the setup — banners, materials, and space
- Attendees engaging with the event
- Written quotes or key messages
- Short video clips (optional)

Sharing

- Post content on your social channels using provided templates where possible
- Use campaign hashtags to connect with the global conversation
- Tag UDAY and relevant partners to increase visibility

Tips for Good Content

- Use natural light where possible
- Keep photos clear and focused
- Capture real, authentic moments rather than staged ones



Consent:

Always ask for permission before taking or sharing photos or videos of individuals. Ensure participants are comfortable with how content will be used.



Partnerships & Local Promotion

Working with local partners can significantly increase reach and credibility.



Healthcare Partners

Inform local GPs, dermatologists, allergists, and clinics about your event. Ask clinics to display posters and share leaflets. Invite healthcare professionals to attend or support the event.



Hospitals & Health Centres

Collaborate with hospital departments such as dermatology and allergy units. Ask to share the event internally or on notice boards.



Patient Organisations & Community Groups

Partner with local patient groups or charities. Cross-promote through each other's networks to reach a wider audience.



Local Media

Reach out to local newspapers, radio stations, or online community pages. Share a short event announcement or press note. Offer a short interview or patient story if appropriate.



Community Spaces

Promote via libraries, schools, universities, or community centres. Use existing local networks to spread the word and reach new audiences.



After the Event

01

Share Highlights

Post event highlights on social media — photos, quotes, and key moments that capture the spirit of the day.

03

Gather Feedback

Collect feedback from attendees and volunteers to understand what worked well and what could be improved for future activations.

This guide is intended to support flexible, localised activations that bring the **UDAY 2026** theme to life in meaningful and engaging ways.

02

Thank Participants & Partners

Acknowledge attendees, volunteers, healthcare professionals, and any partner organisations who contributed to the event.

04

Upload Content

Upload photos and stories to central campaign channels to contribute to the global UDAY 2026 conversation.

Contact

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Thank you

