

Walking the talk for Dementia

Santiago de Compostela, Spain
Partnerships 2024



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“Thankfully I have found people like myself, living, thriving and enjoying life. Today I want to make sure that anyone else like me, diagnosed with early onset Alzheimer’s, understands that you don’t have to end your life. There are a million things we can still do and great challenges we can still handle, life has gone on, and it always will.”



Laurie Waters
LIVING WITH ALZHEIMER’S

“The important thing about this project is that it is not just a walk, it is a group of people living with a common purpose and a major goal: to show that dementia is not the end, and that we are doing the best we can.”



Kevin Quaid
LIVING WITH LEWY BODIES

Who we are

WTD is organized by the Walking the Talk Institute, a Brazilian non-profit association founded in 2023 in Porto Alegre. We are dedicated to creating immersive and impactful experiences across various equity-focused areas, such as health, race, gender, and socioeconomic issues.



Fernando Aguzzoli-Peres

Global Atlantic Fellow for Equity in Brain Health, Global Brain Health Institute, Trinity College Dublin



María Eugenia Godoy

International Grants Advisor at BrainLat



Eduardo Rigon Zimmer

Researcher at Federal University of Rio Grande do Sul (ZimmerLab)



Gustavo San Martin

Founder of Associação Crônicos do Dia a Dia (CDD)

WTD Advisors and Champions

**Agustin Ibáñez:**

Scientific Advisor
Argentina

**Iracema Leroi:**

Patient and Public Involvement
Advisor
Global Citizen

**Laurie Waters:**

Dementia Advocate and Patient
and Public Involvement Advisor
USA

**Maria Teresa Ferretti:**

Scientific Advisor
Italy

**Maureen Sigauke:**

Policy Advisor and Grant
Manager
Zimbabwe

**Melissa Chan:**

Strategy and Policy Advisor
Singapore

**Michelle Steele:**

Policy Advisor and Grant
Manager
Australia

“It has been an absolute privilege to be part of the WTD. This initiative has embodied what equity, diversity, and inclusion mean in research. The event has not only provided valuable insights into ongoing initiatives but has also shed light on the challenges faced in various countries. This journey has been profoundly inspirational and transformative.”

Maria Teresa Ferretti

Neuroscientist, co-founder of the
Women's Brain Project.

The problem

Dementia presents a complex challenge that affects not only individuals diagnosed but also their families, communities, and healthcare systems. To address this challenge, we must focus on collaborative efforts that embrace diverse perspectives and lived experiences for better decision-making. The current model for knowledge exchange perpetuates a gap between individuals with dementia and professionals, neglecting holistic integration and valuable insights. Discipline-based silos in research and care worsen this disconnect. We must redesign our approach to address these issues comprehensively.

Aspect	Conventional Conferences	WTD (Walking the Talk for Dementia)
Knowledge Generation	Discipline-Based Knowledge Areas	Integration of different perspectives, transdisciplinary exchange
Stakeholder Engagement	Limited Engagement and Connections and no community building	Inclusive and patient-family-oriented, championing diversity and bridging research, clinical practice, policy-making, and advocacy in an active and lasting community
Learning Dynamics	Hierarchical leadership led and dominated by professionals	Collective leadership and shared decision-making spanning different domain affected by dementia

The Event

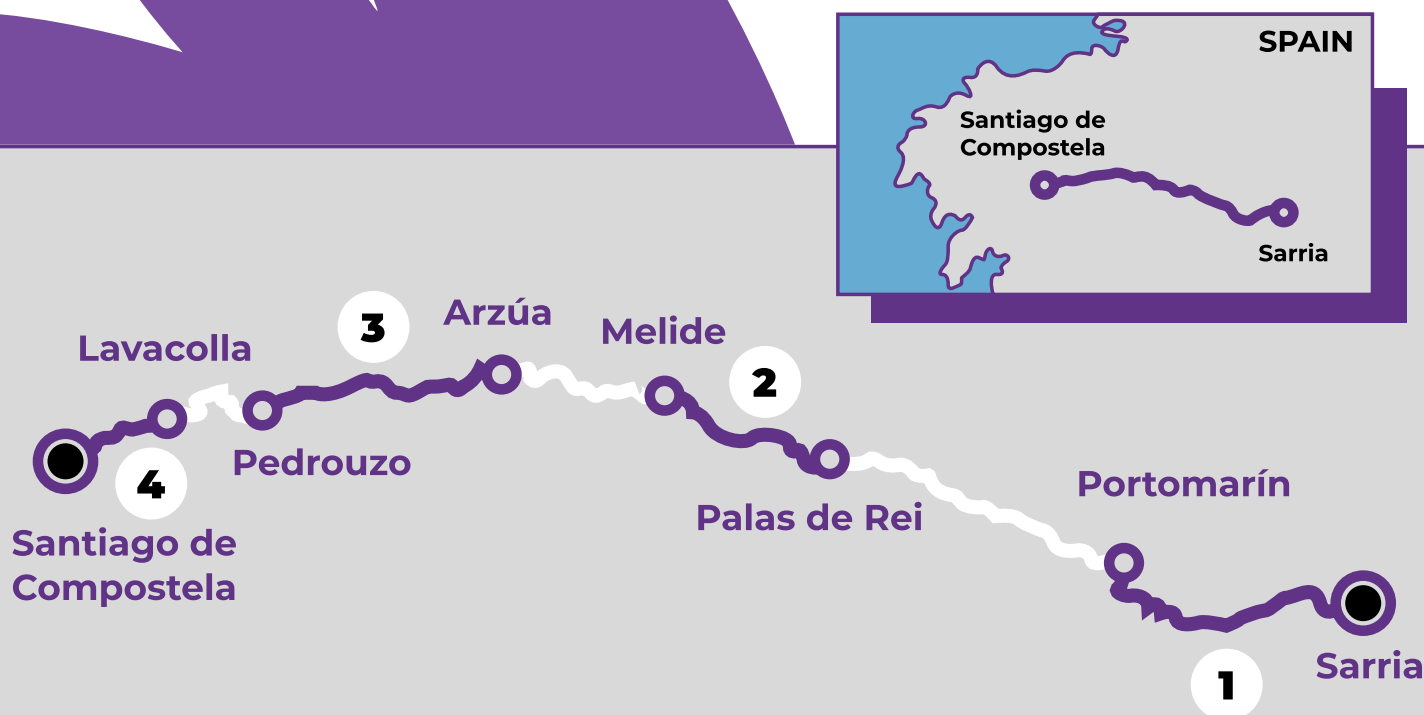


WTD is an immersive experience that challenges conventional power dynamics and hierarchies in healthcare by using shared vulnerability as a catalyst for transformation.

It consists of a 40 km, four-day walk along the Camino de Santiago de Compostela (Spain) for deepen connections and diversify perspectives, followed by a two-day symposium to consolidate reflections and collaborations.

Participants include individuals working, researching, and living with dementia, both inspired and affected by this diagnosis. Together we explore and highlight a variety of key issues related to dementia across social, geographical, cultural, and professional backgrounds.



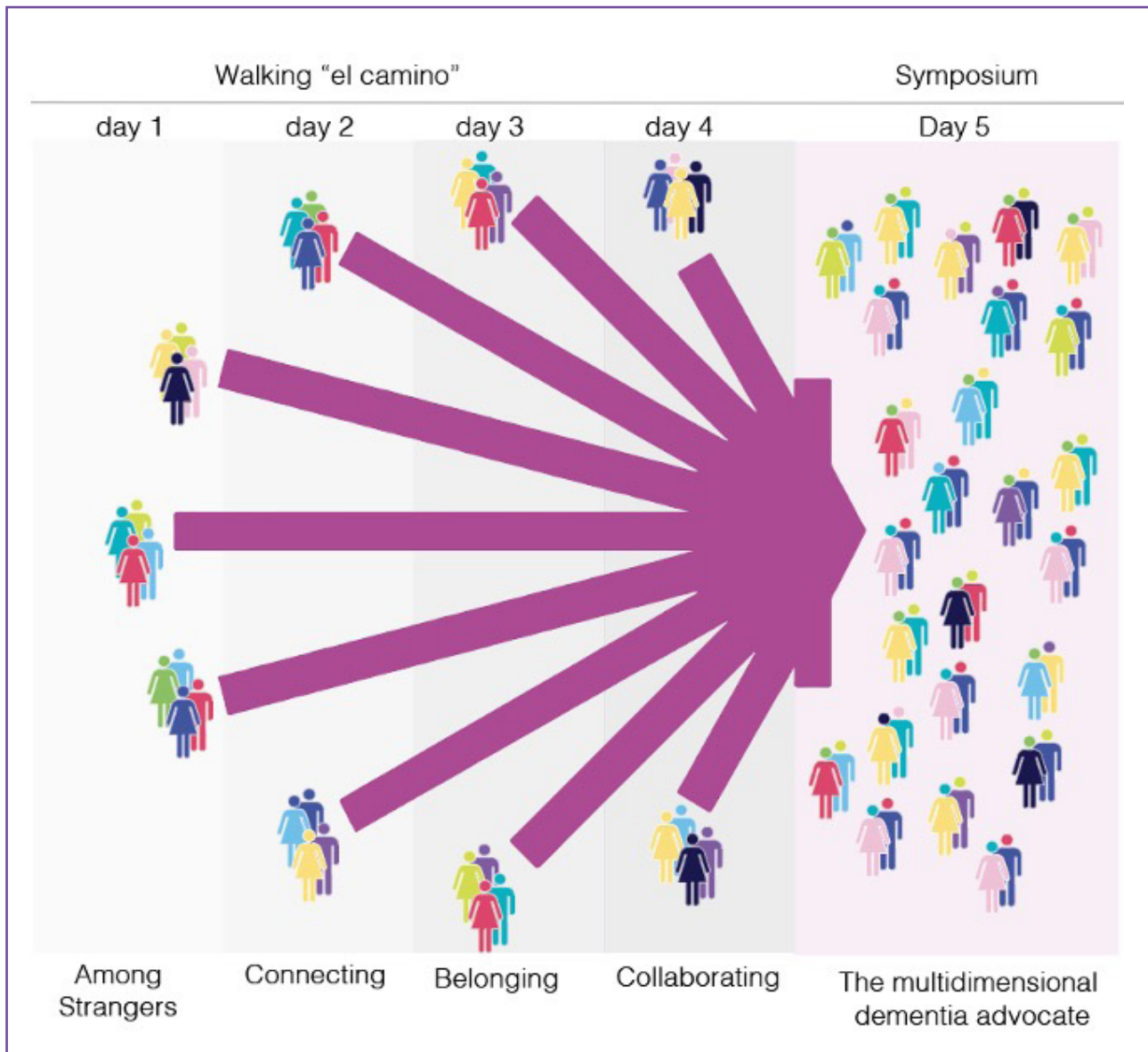


Our Goals

- Broaden the understanding of dementia and diversify perspectives on the topic.
- Promote global awareness to reduce stigma surrounding dementia.
- Empower individuals living with dementia and their family members.
- Encourage collaborations in dementia research, care, and advocacy.

WTD 2023

The illustration below portrays the diverse participants, hailing from different cultures and unique life backgrounds. As the journey unfolds, these diverse individuals connect with each other's experiences, unite as a cohesive community, and evolve from being unfamiliar with isolated expertise to emerging as advocates with enriched perspectives and realms of knowledge.



- | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Policymakers | People living with dementia | Nurses |
| Dementia advocate | Journalists | Artists |
| Caregiver | Moviemakers | |
| Researchers | Physicians | |

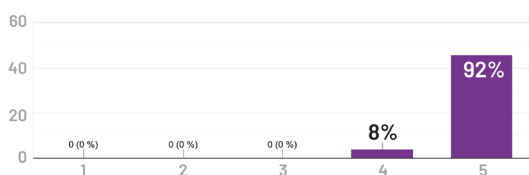
"Participant-based case studies and surveys demonstrate immediate impacts on personal, scientific, and health domains. Walking the Talk for Dementia presents a transformative approach complementing the transactional nature of conventional health sciences conferences." Click here to access the article submitted for publication in the Alzheimer's Disease Journal.

A

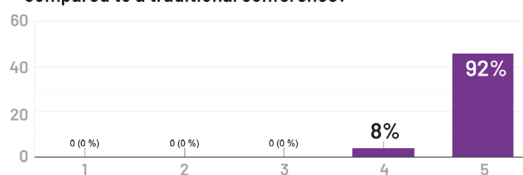


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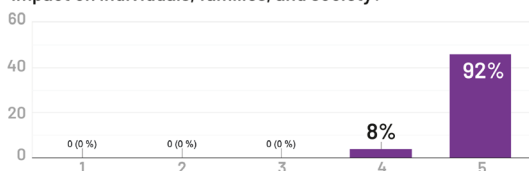
How would you rate your overall experience at the "Walking the Talk for Dementia" event?



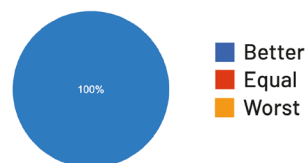
Did you find the combination of the 4-day walk and the 2-day symposium to be a unique and valuable experience compared to a traditional conference?



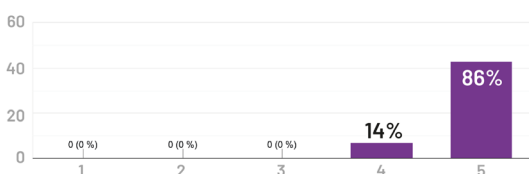
Did you feel that the immersive nature of the event allowed for a deeper reflection and understanding of dementia and its impact on individuals, families, and society?



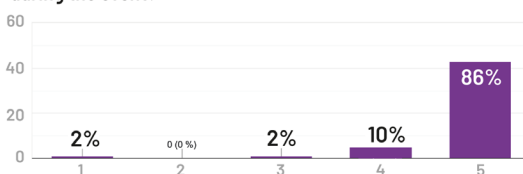
Compared to classical conferences, this initiative was:



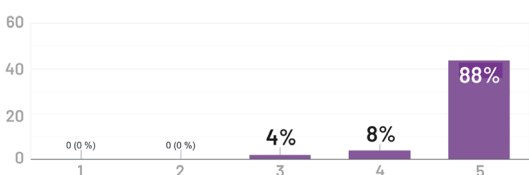
Compared to other conferences, how different was this initiative?



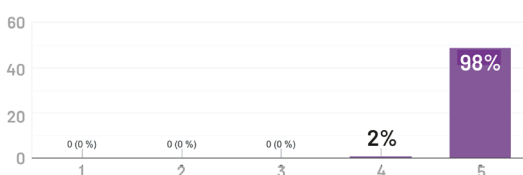
Were you able to meet and interact with a diverse group of individuals from different backgrounds and countries during the event?



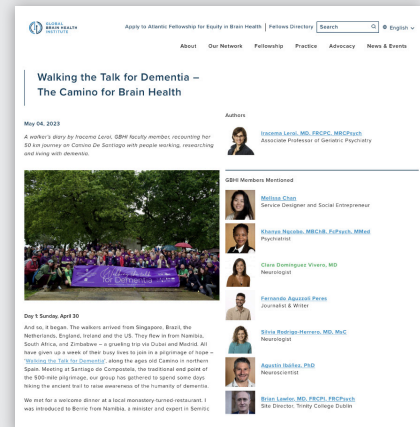
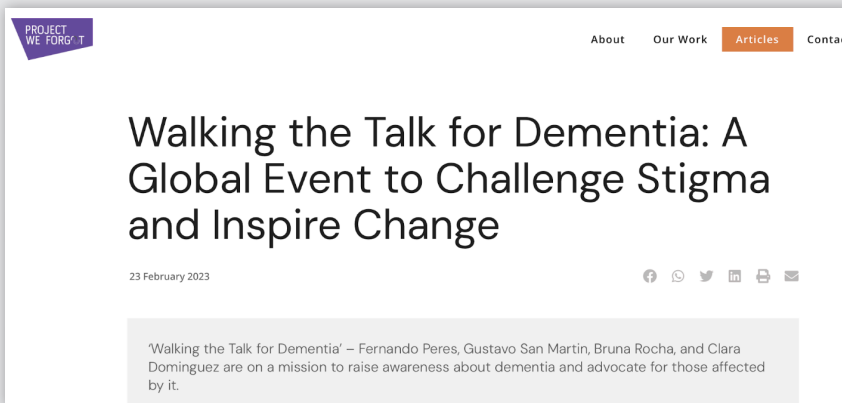
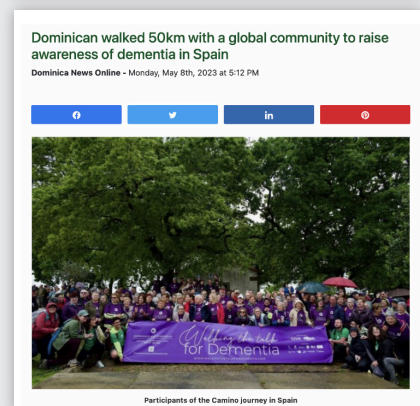
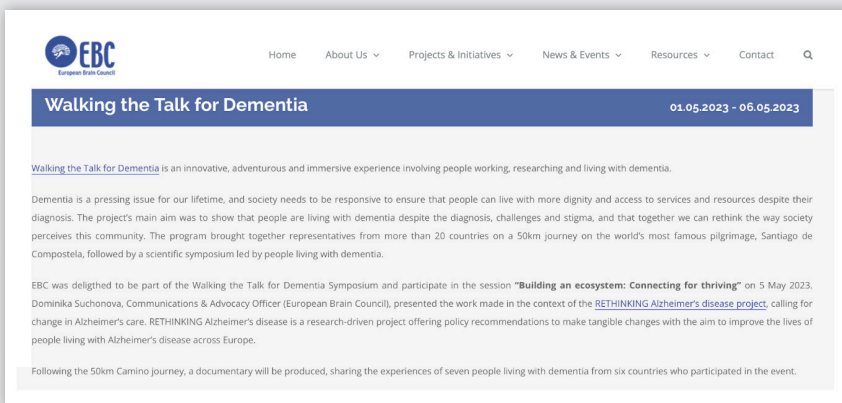
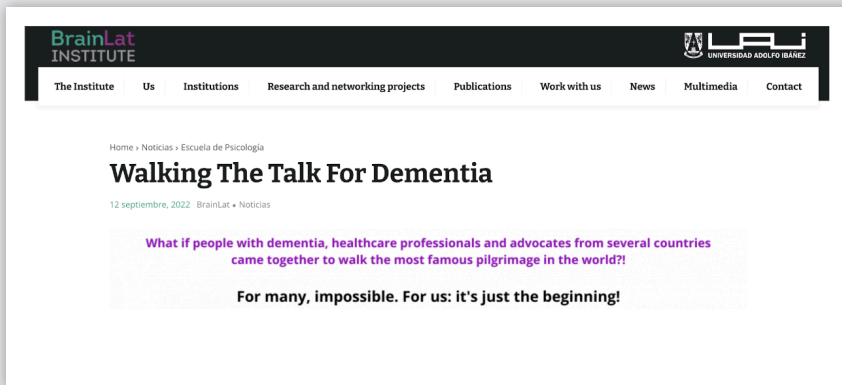
Did you feel that the event encouraged collaboration and the exchange of ideas across disciplines?

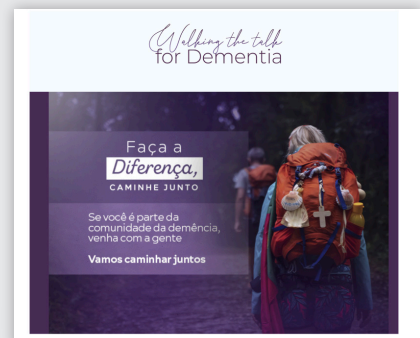
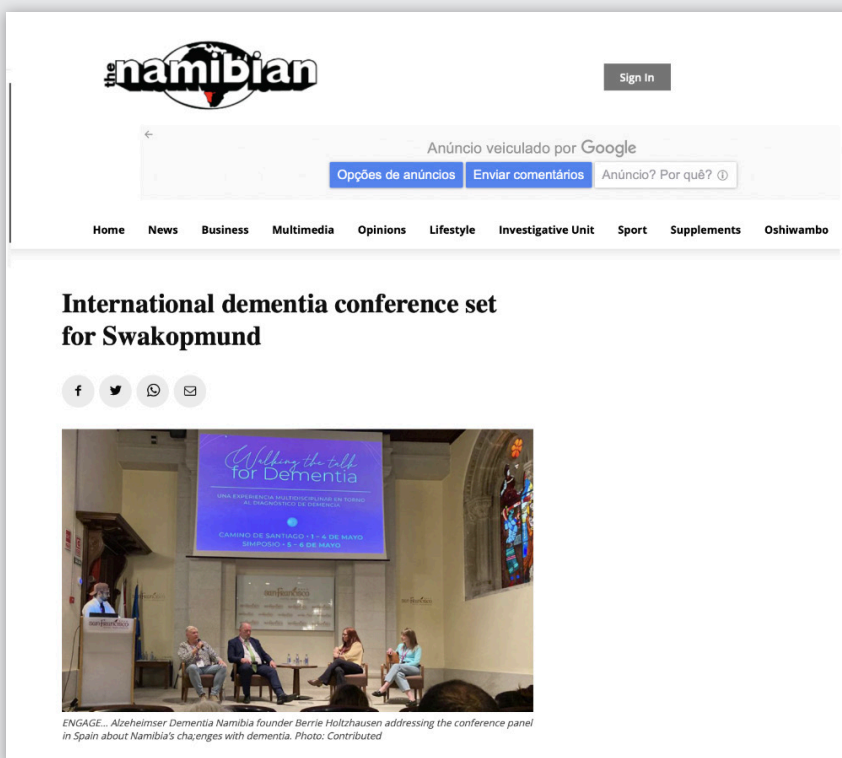
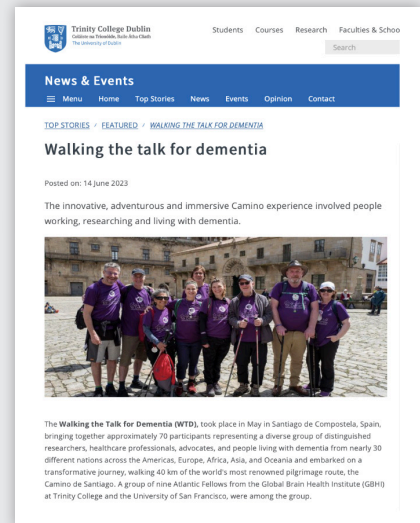


Would you recommend this type of immersive and experiential event to others interested in dementia care and research?



Media





Sponsorship Opportunities WTD 2024

Preparedness: Detecting and Diagnosing Dementia

Benefits	Diamond	Gold	Silver	Bronze
Logo on the website	✓	✓	✓	✓
Logo on pre-event material (For participants)	✓	✓	✓	✓
Logo on the official T-shirt (Walk)	✓	✓	✓	✓
Acknowledge during the symposium opening	✓	✓	✓	
Logo on symposium kit (eco bag, folder and credential)	✓	✓	✓	
Sponsorship of one coffee break (symposium)	✓	✓	✓	
Sponsorship of "To Not Forget" Playlist	✓	✓	✓	
Co-development of a symposium session	✓	✓		
Sponsorship of a series of testimonial videos (post-event)	✓	✓		
Logo on the Symposium stage backdrop	✓	✓		
Sponsorship of a Networking Event	✓	✓		
Logo on the official events eco-friendly water bottles (aluminum)	✓	✓		
Co-development of social media campaign	✓	✓		
Video slot during the Symposium break (length 60s)	✓			
Video slot during the Symposium break (length 90s)	✓			
Logo inclusion in the documentary as supporter (to be released in 2024)	✓			
Customized 3-minutes promotional video featuring event highlights and interviews (post-event)	✓			
Sponsorship of the Welcome Dinner	✓			
Sponsorship of a working group for the development of a multi-stakeholder policy manifesto	✓			
Complimentary WTD2024 registrations*	4	3	2	1

Symposium Main Topics



- Early Detection and Diagnosis
- Dementia-Friendly Communities
- Caregiver Support Programs
- Healthcare System Integration
- Public Awareness, Education and National Plans
- Innovative Care Models
- Patient and Public Involvement in Research
- Gender, Race and Social Disparities in Research and Policy
- Advance Care Planning and Decision Making
- Health Systems Preparedness
- New Treatments
- Dementia Lived Experiences
- Clinical Communication and Stigma in Dementia
- Non-Pharmacological Interventions, Art, and Creativity
- Post-Diagnosis Support



Bronze Sponsorship \$10,000

Website Recognition: Your logo will be featured on our event website from January to December 2024.

Event Banners: Your logo will take center stage on the official event banners used for photographs during the four-day walk and displayed at the Hotel San Francisco, a 13th-century monastery, where the event unfolds for the entire week.

Pre-event Material: Your logo will grace pre-event materials provided to participants, including the onboarding document containing key information for the experience, and the booklet introducing logistics, participants, and the agenda.

1 Complimentary Registration: This comprehensive package includes seven nights of accommodation at the event's official hotel with breakfast, four dinners, four lunches, two networking events, one after-hours event, walking logistics (guides, private bus, ambulance, insurance for walk-related accidents), and symposium participation. Please note that travel insurance and flights are not included.



Activities



Silver Sponsorship \$25,000

(All previous Bronze items included)

T-shirt Logo: Your logo will adorn the back of the participant T-shirts provided as part of the Pilgrim's Kit.

Symposium Acknowledgment: Your sponsorship will be acknowledged during the symposium's opening ceremony.

Symposium Kit: Your logo will be prominently featured on various materials distributed during the symposium, including eco-friendly bags, folders, and credentials.

Coffee Break Sponsorship: Your sponsorship will cover one of the coffee breaks during the symposium, with recognition in the auditorium and on table displays.

"To Not Forget" Playlist Sponsorship: You will be the sponsor supporting the creation of a special WTD playlist on Spotify. This playlist will allow participants to share songs associated with meaningful memories, promoting cultural exchange and stimulating engaging conversations. Your sponsorship will be acknowledged and associated with this. Here's the WTD2023 Playlist: (está no Spotify sob nombre: "WTD: songs to remember" colocar QR code ou link)

2 Complimentary Registrations



Gold Sponsorship \$50,000

(All previous Bronze and Silver items included)

Co-developed Symposium Session: Collaborate with us in shaping a symposium session that aligns with our shared interests and is centered around a chosen theme. This session will include up to three speakers delivering presentations, each lasting a maximum of 10 minutes, followed by a 30-minute discussion moderated by another participant.

Testimonial Video Series Sponsorship: Support the creation of a series of seven short testimonial videos (each lasting a maximum of 2 minutes) featuring diverse participants sharing how their lives might have been different if they had received a timely and proper diagnosis. These real-life stories emphasize the urgent need to prepare our healthcare systems and society for dementia.

Stage Backdrop Logo: Your logo will be prominently featured on the backdrop of the symposium stage.

Networking Event Sponsorship: You will sponsor one of the networking events, bringing together participants, local community members, the research community, patient associations, and other leaders to celebrate our arrival in Santiago and kickstart the symposium. Your logo will be included on the invitations and table displays.

Water Bottle Logo: Your logo will take pride of place on the official eco-friendly aluminum water bottles.

Co-developed Social Media Campaign: Join us in creating a social media campaign under the theme “Walking Towards September” on Instagram, LinkedIn and Twitter. This campaign will run from August to September, and will mark the beginning of Alzheimer’s Awareness Month activities. Participants, alumni, and the WTD global community will promote simultaneous walks worldwide, exchanging photos and videos to motivate one another and raise awareness in an engaging manner.

Symposium Video Slot: A 60-second video of your choice will be featured during the symposium break between sessions.

3 Complimentary Registrations



Diamond Sponsorship \$100,000

(All previous Bronze, Silver and Gold items included)

Documentary Supporter: Your logo will be included in the documentary “Five to Midnight,” sharing the WTD story from the perspective of participants living with dementia. This documentary showcases individuals thriving and enjoying life despite their diagnoses, underscoring that dementia is life-changing but doesn’t have to be life-ending. The documentary is in its final editing stages and will be featured at film festivals in 2024 with your logo as a supporter of the cinematic project.

Customized Promotional Video: Receive a personalized 3-minute promotional video capturing event highlights and interviews, suitable for both internal and external use.

Welcome Dinner Sponsorship: You will be the sponsor for the inaugural event’s dinner, hosted in the dining hall of the San Martin Pinario Monastery, with your branding at the entrance and on the tables.

Multi-Stakeholder Policy Manifesto Working Group Sponsorship: Join us in supporting the development of a pivotal manifesto. This manifesto will be a collaborative effort involving diverse stakeholders aimed at shaping our path towards a more inclusive and equitable future for people living with dementia. It seeks to strengthen policy and improve healthcare system readiness by uniting powerful voices and narratives. The manifesto will emphasize the vital role of actively and respectfully engaging individuals with dementia in the research and policymaking process, fostering a collaborative approach that empowers those affected and ensures that research outcomes align with their real-life experiences and needs. Your sponsorship will be acknowledged in the manifesto’s acknowledgments section.

4 Complimentary Registrations



Event Venues

San Martin Pinaro Hotel Dining Hall
(Welcome Dinner)



Hotel San Francisco Breakfast Hall



Main Symposium Auditorium at
Hotel San Francisco



Networking Events and Coffee
Breaks Venue



Event Logistics Structure

Accompanied by an Ambulance and
Emergency Team for the Walk



Private Executive Bus for Travel to and from
Santiago During the Camino Days



Symposium with Sessions Involving Diverse
Participants for In-Depth Discussions on
Chosen Topics



Refreshments Throughout the 4-Day Walk
and a Skilled Team of Guides



Logo-Branded Items



Pilgrim's Welcome Kit Items

Help Desk in the Hotel San Francisco Lobby Throughout the Week



WTD Partners and Funders



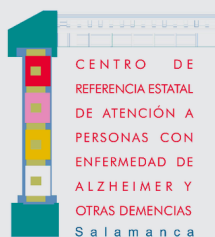
Atlantic Fellows



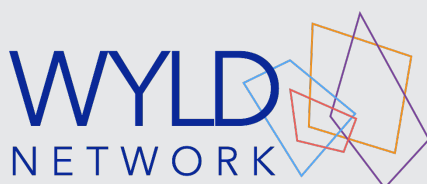
matia



WTD Partners and Funders



PROJECT
WE FORGOT



Walking the talk for Dementia



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