Annual Networking Event
University of Missouri- Kansas City

Project Description & Implementation Overview

The AMCP Student Chapter at the University of Missouri-Kansas City (UMKC) hosts an annual networking event during the spring semester. The event is designed to provide students, residents, and health care professionals an opportunity to strengthen communication skills, expand their professional network, and develop further comprehension and appreciation of managed care pharmacy. New additions to the Annual Networking Event from previous presentations of the event include: 1. Utilizing a mentoring program named "NewNetwork" that matched students with a health care professional that worked in his or her chosen field 2. Utilizing an online platform and phone application to send announcements, communicate with professionals, provide more information, and increase engagement. 3. Expanding the guest list to include other professionals that work with managed care pharmacists to increase knowledge on inter-professional collaboration.

Purpose of the Project
The purpose of the Annual Networking Event is to:
- Increase students' communication skills by providing opportunities for one-on-one communication with multiple professionals and through development and utilization of elevator speeches.
- Increase awareness of managed care pharmacy and related fields by allowing students to communicate with managed care professionals on a one-on-one basis.
- Demonstrate the importance of learning managed care skills and the impact of managed care on the pharmacy profession by incorporating health care professionals from "traditional" pharmacy roles (e.g community and hospital pharmacy) that utilize managed care skills in their daily career activities.
- Demonstrate the importance of inter-professional collaboration by inviting other professionals (e.g PhDs, MBAs, MHAs, etc.) that work directly with managed care pharmacists in executing daily activities.
- Provide students a long-term mentor that can share his/her personal experience and be consulted for advice as the student progresses through the curriculum.
- Provide pharmacy professionals the opportunity to further expand their own network.

Project Budget: Expenses and Revenues

The total expenses for this year's event are approximately $550. All funds are from our local chapter and no outside funding was utilized.
- Public Relations/Communications: $0
- Deposit: $0 (n/a)
- Food: $500
- Name Badges: $50
- Drinks purchased by individuals: $0

Total Revenue: $0.00

Total Expenses: $550.00

Costs for hosting the event in the past have ranged from $400 to $1250 and have been largely dependent on the availability for collaboration with other organizations and availability of funds from the Student Government Association.

Who and How Many Chapter Members are Involved?

Each Executive Officer was involved with the logistics and implementation of event planning. The Chapter President and an appointed Event Planning Committee Chair were the main coordinators of the event and delegated tasks (e.g research, communication, set-up, public relations) to officers and an Event Planning Committee.

Who Should be Targeted? Audience or Involvement? How Do You Find Them? How Do You Contact?

The targeted populations for the networking event include:
- All School of Pharmacy Students
- All faculty in the Pharmacy Practice Department
- Managed Care Professionals in the Kansas City Area
- Pharmaceutical Industry Professionals in the Kansas City Area
- Pharmacy Professionals who work in various capacities outside of a traditional managed care role but routinely utilize concepts of managed care in their respective settings (e.g hospital pharmacists who serve on a P&T committee)

Contact information for professionals was found from a variety of sources including: previous speakers, local hospitals and residency programs, personal and professional connections from individual members, among others. Event attendees were contacted through emails and announcements sent via Splash (the online event planning site utilized). Event attendees are kept up to date on the event through Splash's interactive website and email announcements.

What Materials are Needed? Outside Resources, Ordering, etc?
- Venue
- Food
- Public Relations and Communication Platform
- Name Tags
- Tables/Chairs

Timeline for Implementation and Execution
- 16 weeks prior: Create an Event Planning Committee. Executive Council to Appoint Event Planning Chair.
- 13-15 weeks prior (winter break): President and Event Planning Chair to begin looking for locations to host event. Emphasis in collecting information on venue pricing, if a contract is needed, food/drink minimums, minimum/maximum capacity, convenience. President and Event Planning Chair should also request exam schedules to choose a date that works best for students.
- 12 weeks prior: Present initial venue findings to Executive Committee and Event Planning Committee, create budget, finalize plans, begin creating event website.
- 8 weeks prior: Send out "Save the Date" invitation, continue creating website, finalize invitation list.

- 6 weeks prior: Send out official invitation with website, ability to RSVP, and sign up for "NewNetwork" mentoring program.
- 4 weeks prior: Send out additional email to invitees who have not responded, begin the matching process for "NewNetwork" mentoring program.
- 2 weeks prior: Send out reminder emails to RSVPs and send "NewNetwork" mentoring matches.
- 1 week prior: Send out final reminder and place order for food based upon RSVPs.

Follow-up with Faculty Members/Volunteers/Participants

Thank you emails are sent to all professionals that attended the event. Reminders to follow up with "mentor" are sent to students who attended the event.

Project Evaluation:

What Went Well? What Didn't? How Would You Improve for the Next Year?

What went well:
- Utilizing a web-platform as opposed to only emails made the public relations more convenient. We were able to send out emails by mass that appeared personal and provide more information regarding the event. Additionally, the web-based platform gave the event a professional, polished appearance. The web-based platform also had a mobile application to provide convenience to the attendees.
- Finding a venue without a room-rental fee or contract.

What didn't go well/could be improved:
- We were not able to request funding in time for sufficient funds from the Student Government Association. As a result, all funding came from our chapter. This could be improved by requesting funding much earlier in advance.
- Putting on the event takes a lot of help from members. Collaborating with another organization may decrease strain on event coordinators.
- Although students network with professionals, at times it seems students may unintentionally seclude themselves to their friend group. In the future, incorporation of more structured activities may help to increase engagement.

Timeline/Checklist for Project:

Date	Activity	Responsible Party
16 weeks prior	**Create Event Planning Committee**	**Chapter President**
	Appoint Event Planning Chair	**Executive Council**
13-15 weeks prior	**Begin looking at venues for event, retrieve exam schedules**	**Chapter President, Event Planning Chair**
12 weeks prior	**Present venue findings**	**Chapter President, Event Planning Chair**
	Create budget, finalize plans, begin creating event website	**Executive Council, Event Planning Committee**
8 weeks prior	**Send out "Save the Date" invitation, continue creating website, finalize invitation list.**	**Executive Council, Event Planning Committee**
6 weeks prior	**Send out official invitation with website, ability to RSVP, and sign up for mentoring program**	**Executive Council, Event Planning Committee**
4 weeks	**Send out additional email to invitees who have not**	**Executive Council, Event**

prior	responded, begin matching process for mentoring program	Planning Committee
2 weeks prior	Send out reminder emails to RSVPs, send mentoring matches	Executive Council, Event Planning Committee
1 week prior	Send out final reminder, place order for food based upon RSVPs	Executive Council, Event Planning Committee
2 weeks after	Send thank you emails to all professionals, send reminders to follow up with "mentor" to students who attended the event.	Executive Council, Event Planning Committee