

SSHP Resource Guide: Virtual Events

This guide was created by the Pharmacy Student Forum Student Society Development Advisory Group Student Liaison Webinar Work Group in order to assist SSHPs and their leadership for planning virtual events and activities for their student society. Your SSHP can feel free to incorporate or modify these ideas and recommendations for student society events and meetings. Please check with your school prior to planning any virtual, hybrid, or in-person events for recent policies, software, or other restrictions. This guide was made in response to the shift toward virtual organizational events due to COVID-19, but is applicable regardless of the state of the pandemic.

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ASHP RESOURCES FOR STUDENT SOCIETY EVENTS

The following resources are ASHP pages that have been created in order to assist with general event planning for student societies. The events and ideas are available for all students, and any of these tools can be utilized during the planning of events and meetings.

[SSHP Programs and Resources](#)

[SSHP Share and Reapply](#)

[Collaborating with State Affiliates](#)

[Fundraising and Philanthropy](#)

[Health Information Technology](#)

[Interprofessional Team Competitions](#)

[Patient Safety and Continuity of Care](#)

[Pharmacy Driven Initiatives: Disease State Management](#)

SSHP VIRTUAL FORMAT - GENERAL MEETING IDEAS

- Utilize Zoom or other web-based video conferencing
 - Many kinds of meetings, such as those involving a simple speaker presentation, can be held effectively over online video conferencing software
 - Most speakers will be willing to be flexible and can easily present using screen-sharing technology
- Keep formatting consistent
 - Try to use a format that is familiar to your audience. If your school uses Zoom, make sure you also use Zoom
 - With most online conferencing, it's possible to use the same link for multiple meetings
 - Use tools that shorten your links like bit.ly, [TinyURL](https://tinyurl.com), is.gd, etc., to create links that are familiar and easy to type on a phone from a poster, etc.
 - QR Code Generators are a great way to market with links as well, especially if your student society plans to use posters or graphics to market events
- Consider hybrid or fully virtual options
 - Because many schools of pharmacy are moving to a hybrid format for learning, it's possible that a hybrid option might be appropriate for SSHP meetings
 - With the right preparation, you can include both Zoom participants and in-person members in the same meeting
 - Decide which would be best for the event in mind. If attendance is a concern, having a hybrid event would allow for more flexibility for people to attend
 - If the event will be highly interactive and it will be expected for the audience to interact, a fully virtual event might keep things less complicated
- Consider utilizing calendar invites – this allows students to easily keep track of events AND gives you the ability to easily make updates to event details/links avoiding extra emails

SSHP VIRTUAL FORMAT - EVENT IDEAS

- Professional Events
 - Panels are relatively simple to hold over a virtual format. Some ideas for panel discussions that might be helpful for SSHP members include
 - Internship Panels
 - Residency Panels

- APPE Panels
 - Utilize Zoom break-out rooms for virtual roundtables and networking discussions, where interaction is smaller and more intimate
 - Student societies could still hold mock Clinical Skills Competitions which can be held completely virtually, with teams of the competition working through patient cases in breakout rooms
 - For students with interest in clinical pharmacy, some student societies have done “clinical specialty roundtables” where they used breakout rooms to initiate small group conversations about various specialties and how students could learn more about unique career paths
 - Holding “Day in the Life” events could be helpful to give students a better idea of what it means to be a pharmacist in a certain field
 - Events about virtual etiquette are possible, especially tied to virtual interviewing or professional networking
 - Education about virtual pharmacy services
 - Ex: Pharmacy telehealth education
 - Continuing Education Courses
 - Ex: Work with other organizations to give technician or pharmacist continuing education courses
 - Resiliency Focus
 - Ex: Panel of pharmacists who are willing to share their failures/obstacles followed up by a question/answer session
- Service Events
 - While in-person service events and screenings obviously cannot be carried out virtually, student societies can still serve their communities in a number of ways
 - Donation drives: Student societies can collect funds or items in a centralized location for donation to local charities or organizations in need. Using online funds management platforms such as Venmo or PayPal might make the process flow smoothly
 - SSHPs could also coordinate community engagement through working together or individually to create bags or boxes to give to people in need, such as in homeless shelters or assisted living facilities. Members could collect supplies individually and use a video hosting service to pack the resources together
 - Telephone outreach: whether for virtual “brown bag” events or simply to bridge the gap to isolated seniors, organizing an event like this keeps everyone safe AND engaged

- Helpful tip: if engaging in clinical practice, apps like Doximity allow for phone masking, but it's also really nice to create a central hub on a conferencing platform for volunteers and preceptors to interact
- Social Events
 - While social events will look very different in a virtual format, most video conferencing services offer good functions to make social events possible
 - Utilizing breakout rooms and individualized chat functions can make icebreakers and small-group games possible
 - If you ever need ideas for this, using search terms like “remote team building activities” can be helpful
 - Some student societies have held group workout sessions virtually, where members come together and watch a workout routine together and exercise along with the video

SSHP PROMOTIONAL MATERIALS FOR VIRTUAL EVENTS

- Social Media is Key
 - With online events, giving students multiple ways to access links to attend the meeting is crucial
 - Have fun with the promotional material – graphics are eye-catchers, and oftentimes students check their social media more often than email
 - Tools like [Canva](#) are a great way to create graphics that are free and easy to use for your promotional purposes
- Use email well
 - Use email communication in order to get information about your events to all students
 - Make sure to include all pertinent links with each email, even if it's a follow up
 - Be complete, but concise
 - Email fatigue can be extremely harmful to marketing. Try not to send too many emails and combine announcements if possible

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