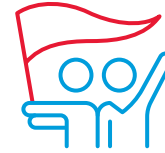


HOSTING AN IN-PERSON AMA EVENT

To successfully host an event, there are many important considerations to keep in mind. The following checklist covers key issues to carefully think through as you plan your event.



GETTING STARTED

Choose an event theme

- Examples: "AMA info session," "Advocacy event," "Lunch and Learn," etc.

Decide who you will invite

Select date and time for your event

- Consider time/day of week that works best for your audience
- Does your school have a designated day of the week for "club" events?
- Work hand in hand with your local AMA chapter leadership

Choose and reserve a location for your event

- Consider size of space needed to accommodate the number of attendees you expect
- Is this event taking place on or off school property?
- Does the location allow outside food and beverages?

Determine what funds are available and are required to host the session

- [Apply for AMA grant funding](#)
- [Request "swag" to help drive participation](#)

Additional event ideas found [here](#)

ONE MONTH PRIOR

Customize and send an "in-person information session invite" that promotes the content of your event

- Include specific details: location, dates, times, etc.

Create an agenda for the event (your MSOP student team can help!)

Do you need a speaker for this event?

- Contact your MSOP field student recruitment manager for assistance

Review and customize one of the [AMA-provided PowerPoints](#) to fit your event

- Don't forget to include your local chapter details and contact information in your presentation
- Be sure to let your audience and speakers know you will be recording/photographing the session

Promote your event!

- [Create or request marketing collateral \(flyer, social template, etc.\)](#)
- Post on your social channels

ONE WEEK PRIOR

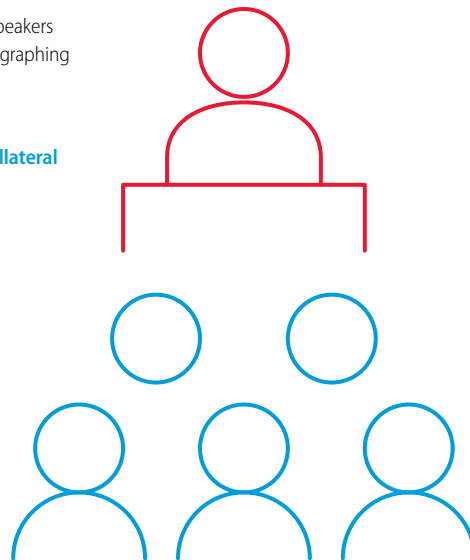
Send out [reminder email](#) to your invitees and share event agenda

Post on your social media feeds (GroupMe, Facebook, etc.)

Script and practice your presentation so you are ready for event day

- Run through your slides to make sure everything works, and your presentation does not run long or short

Reach out to your MSOP field student recruitment manager if you need assistance or additional materials



DAY OF EVENT

Post a reminder on your social media feeds (GroupMe, Facebook, etc.) one hour prior to event; be sure to include a link for the session!

Are you providing food and or beverages?

- Make sure you have this delivered **one hour prior**

If you have a guest speaker, make sure they have everything they need.

- Test microphone, get Wi-Fi access, answer their questions, etc.

Arrive at least 45 minutes early to set up space, do a tech-check and get prepared before attendees join the event

- Display your materials neatly and prominently (you want to make a good first impression!)
 - Include: flyers for upcoming activities, information about your section's community service projects and other events

Collect student names and email addresses and invite students to join the AMA with a sign-up sheet (this can be electronic, physical or both)

- Share your final sign-up list with your MSOP field student recruitment manager

POST-EVENT

Send "Thank You" email within 24 hours of event

Be sure to share the attendee list, photographs and feedback with your MSOP field student recruitment manager

Maintain a member email contact list, so you can easily distribute future member communications

IMPORTANT THINGS TO REMEMBER



Preparation, practice and marketing promotion are key elements of a successful in-person event. The AMA can provide you with customized content, best practices and more to ensure you are 100% ready to wow your audience.

QUESTIONS?

Have questions or concerns about your event? Need assistance? Reach out to your MSOP student team at studentops@ama-assn.org or contact your MSOP field student recruitment manager!