HOSTING A VIRTUAL AMA EVENT

Just like live events, virtual events come with their own considerations. Use this checklist to prepare for a successful, smooth, glitch-free virtual event.

**GETTING STARTED**

What type of event are you hosting?
- AMA info session, advocacy or health equity discussion or update, etc.

Decide who you will invite

Select date and time for your event
- Consider the time and day of the 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 a platform to use for the session (Zoom, Webex, Microsoft Teams, etc.)
- Need help getting access to a platform? Contact your MSOP field student recruitment manager

Determine what funds are available and are required to host the session
- Apply for AMA grant funding
- If appropriate, request “swag” to help drive participation

Need help, additional guidance, ideas or assistance with planning? Contact your MSOP field student recruitment manager

**ONE MONTH PRIOR**

Review and populate one of the AMA “Invite” templates with all content needed to successfully promote your event — be sure to include:
- Specific details: links, login information, dates, times, etc., and your local chapter details and contact information
- Work with your MSOP field student recruitment manager to create an agenda for your event
- Promote your event!
- Send out your invite
- Create or request marketing collateral (social media template, flyer, 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!

“Arrive” 15–30 minutes early to do a tech-check and get prepared before attendees join the event.
- Consider using a virtual background that features your school logo or use the AMA virtual background
- Be sure to record your session to share out after the event
  - **Note:** At the start of any event you are recording, always make the announcement that “This event is being recorded,” and always put this same message in the chat.

**POST-EVENT**

Send “Thank You” email to attendees within 24 hours of event
- Share link to recorded event with students who could not attend (email, post to YouTube, etc.), and with your MSOP field student recruitment manager

**IMPORTANT THINGS TO REMEMBER**

Preparation, practice and marketing promotion are key elements of hosting a successful virtual event. The AMA can provide you with customized content, best practices, support and more to ensure you are fully prepared to host a virtual event seamlessly.

**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!