

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!

