

Building Bridges

University of Southern California

Project Description & Implementation Overview

Building Bridges is an annual spring semester event co-hosted by two organizations from the USC School of Pharmacy: the Academy of Managed Care Pharmacy (AMCP) and Student Industry Association (SIA). In the past years, we have invited various companies, such as Amgen, Allergan, Baxter, Eli Lilly and Company, Genenech, Pfizer, ProPharma Pharmaceutical Consultants, Valeant Pharmaceuticals, RXperts, Prescription Solutions and Wellpoint to attend this event. Building Bridges is an event that hosts several round table sessions, where student pharmacists rotate from table to table(company to company) to speak with as many professionals as possible.

Purpose of the Project

The purpose of this event is to “build bridges” between the managed care, pharmaceutical, biotechnology industries and the college of pharmacy. The event provides a forum for student pharmacists and practicing managed care and pharmaceutical industry professionals to interact and network amongst each other. Building Bridges has shown exemplary success in the past six years, and with the growing number of students interested in managed care and industry careers.

Project Budget: Expenses and Revenues

Description of Items	Approximate Budget Allotted
Food	\$1,300
Program brochures/name tags	\$150
Decorations – centerpieces, balloons, helium tank	\$400
Ballroom Reservation	\$2,000
Gifts	\$400
TOTAL	\$4,250

For this event USC hosted approximately 150 students. Sponsorship from companies in attendance was received and used to pay for a majority of the event. Additional funding was received from USC graduate school. The remainder of the cost came out of the organizational funds from both AMCP and SIA accounts. See below for a breakdown of the funding:

Sponsoring Companies: ~\$3,500
USC Funding: ~\$1,400
AMCP/SIA: \$1,000 per organization

Who and How Many Chapter Members are Involved?

This event is an annual event between the USC AMCP chapter and the USC Student Industry Association (SIA) chapter coordinated by the two president-elects of the two respective organizations.

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Responsibilities of each member			
AMCP President-Elect (1)	SIA President-Elect (1)	Committee Members (10)	SIA and AMCP Board Members (20)
<ul style="list-style-type: none"> • Invitation to managed care pharmacists 	<ul style="list-style-type: none"> • Invitation to industry pharmacists 	<ul style="list-style-type: none"> • Background support work: Developing a theme, designing the looping PPT and advertisements, decorations, name tags, programs, AV equipment, thank you cards, thank you gifts, etc 	<ul style="list-style-type: none"> • Registration • Serving food during the event • Making sure things are running smoothly during the event
<ul style="list-style-type: none"> • Coordination of the events – date, invitations, overseeing committee members, room reservations, coordinating food order. 			

* rough number of individuals involved are written in parentheses

(Committee members are made up of first year students: 9 from the AMCP leadership committee and 1 from SIA. These committee members are separate from the AMCP/SIA board members)

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

Our targeted audience is typically our members from the two respective organizations, SIA and AMCP, as well as student pharmacists from other local CA AMCP chapters, such as Western, Loma Linda, and San Diego. We have recently worked closely with the Marshall School of Business as well as several other local Pharmacy Schools interested in organizing an "SIA-like" chapter and have invited them to attend as well.

USC generally has between 1-3 speakers at the event that are invited through either personal references, individuals who have shown a lot of support for both organizations throughout the years, or recommendations from faculty members or diplomats.

What Materials are Needed? Outside Resources, Ordering, etc?

Food:

- Dinner
- Drinks

Decorations:

- Helium Tank
- Balloons
- Centerpieces

Gifts:

- Thank you notes
- Wine

Materials:

- Programs
- Advertisements
- Name Tags
- Sign-In Sheets

Venue:

- Tables & chairs provided by venue
- Tablecloths provided by venue

Other:

- AV equipment provided by USC—no charge

Timeline for Implementation and Execution

Task	Deadline for Implementation and Execution
Start looking for sponsorship	3-6 months
Reserve a date, location, time	3 months
Brainstorm a list of professionals to invite	2-3 months
Send out invitations to professionals	2-3 months
Develop theme	1 month
Details – decorations, programs, gifts for professionals, name tags, advertisements to the school	1-2 weeks
Continuous follow up with committee members	Throughout the process

Follow-up with Faculty Members/Volunteers/Participants

Follow-up:

- Thank you gifts and cards to professional participants (day of event)
- Follow-up thank you email sent to all attendees (within 1-2 days after the event)
- Wrap-up meeting with volunteers/committee members (within 1 week after the event)

Project Evaluation:

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

Since our chapter has been hosting this event for the past 8 years, the timeline has worked out pretty well. As for improvement for the future years, we're always trying to find ways to expand the event, involve other schools, and streamline our process a little more.

List Each "To Do" for Project

- Compile a committee to plan/oversee the event
- Start looking for sponsorship and funding (continued throughout the process)
- Reserve a date, location and time for event
- Brainstorm a list of professionals to invite
- Send out invitations
- Develop theme for the event
- Divide details among committee members for completion – decorations, programs, gifts, name tags, advertisements
- Host the event
- Follow up/gather feedback from attendees

USC Building Bridges Sample Invitation/Solicitation Letter

Dear XXXXX,

My name is XXXXXX and I am the president-elect of the USC AMCP student chapter. I know you came to speak about a week ago, but because of the positive response and the interest of students in the opportunities available in the XXXXXXX, the University of Southern California, School of Pharmacy, would like to invite you to be a guest participant of the **7th Annual Building Bridges** event hosted by the Academy of Managed Care Pharmacy (AMCP) and the Student Industry Association (SIA) student chapters. The purpose of this event is to "build bridges" between the managed care, pharmaceutical, and biotechnology industries. The event provides a forum for graduate students and practicing managed care and pharmaceutical industry professionals to interact and network amongst each other. Building Bridges has shown exemplary success in the past six years, and with the growing number of students interested in managed care and industry, the anticipated attendance includes nearly 200 students and an increased number of professionals as well. The event will be held at USC Health Sciences Campus on XXXXXX from **6 pm to 9 pm** and will consist of round tables and other opportunities for learning and networking.

We would like to invite the XXXXXXXX to participate in this exciting event to allow graduate students and professional colleagues to learn about your company. We will also be compiling a booklet containing descriptions and contacts of various managed care and pharmaceutical industries as a means to advertise and spread awareness of opportunities offered at the XXXXXXXX. In appreciation of your support for this event, we would like to dedicate a page of this brochure to your bio and company information. Please RSVP via email by XXXXXX and please submit your bio and company information by XXXXXX, so that we can include it in the brochure. Please feel free to email or call me if you have any questions.

If you are going to be accompanied by a guest colleague, please also RSVP with your colleague's contact information and title so that we can include them in our brochure. We also ask that you limit your number of professional guests to **one** so that we are able to accommodate all attendees.

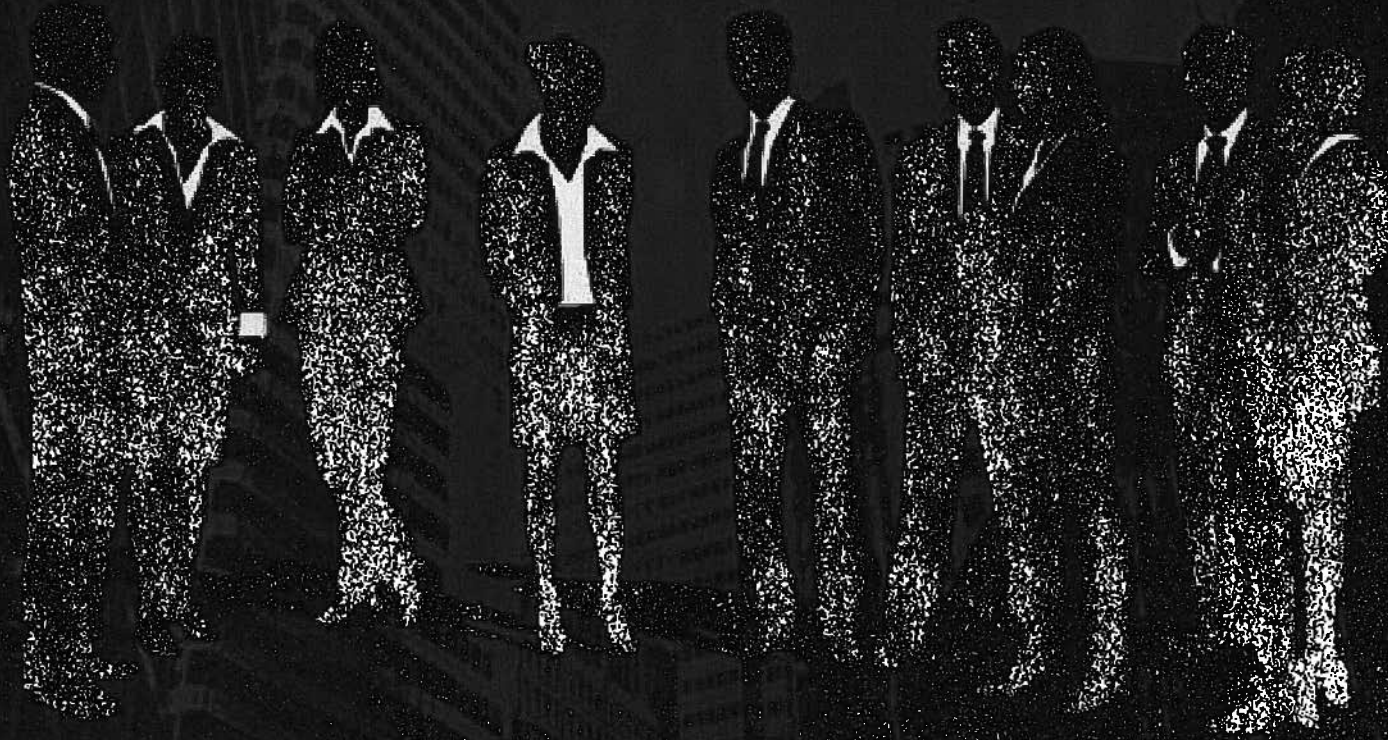
Finally, if the XXXXXXXX will be kind enough to make any sort of donation for this event, it will be greatly appreciated and recognized. If not, your presence in the event itself will be of tremendous support for us.

Once again, thank you very much in advance for your consideration and I hope to hear back from you in the near future!

Sincerely,

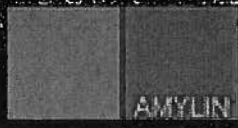
Building Bridges

Handshake to Success



Wednesday, March 3rd at 6:00pm
 Seaver Cafe
 Please dress professionally!

Come network with professionals from:



... and more!



BUILDING BRIDGES FEBRUARY 15, 2011

6:30PM-9:30PM

USC MAIN CAMPUS

RONALD TUTOR CAMPUS CENTER BALLROOMS

RSVP

ATTENDANCE WILL BE LIMITED TO 100 PEOPLE -
SIA/AMCP MEMBERS WILL BE GIVEN PRIORITY

THERE WILL BE A MANDATORY INFORMATION SESSION
ON WEDNESDAY, FEB. 9, 12:00 PM AT PSC 112
FOR ALL ATTENDEES OF THIS EVENT.

IF YOU ARE UNABLE TO ATTEND THIS MEETING,
PLEASE CONTACT BRYAN SON OR JASMINE KNIGHT