Conference on Conferences
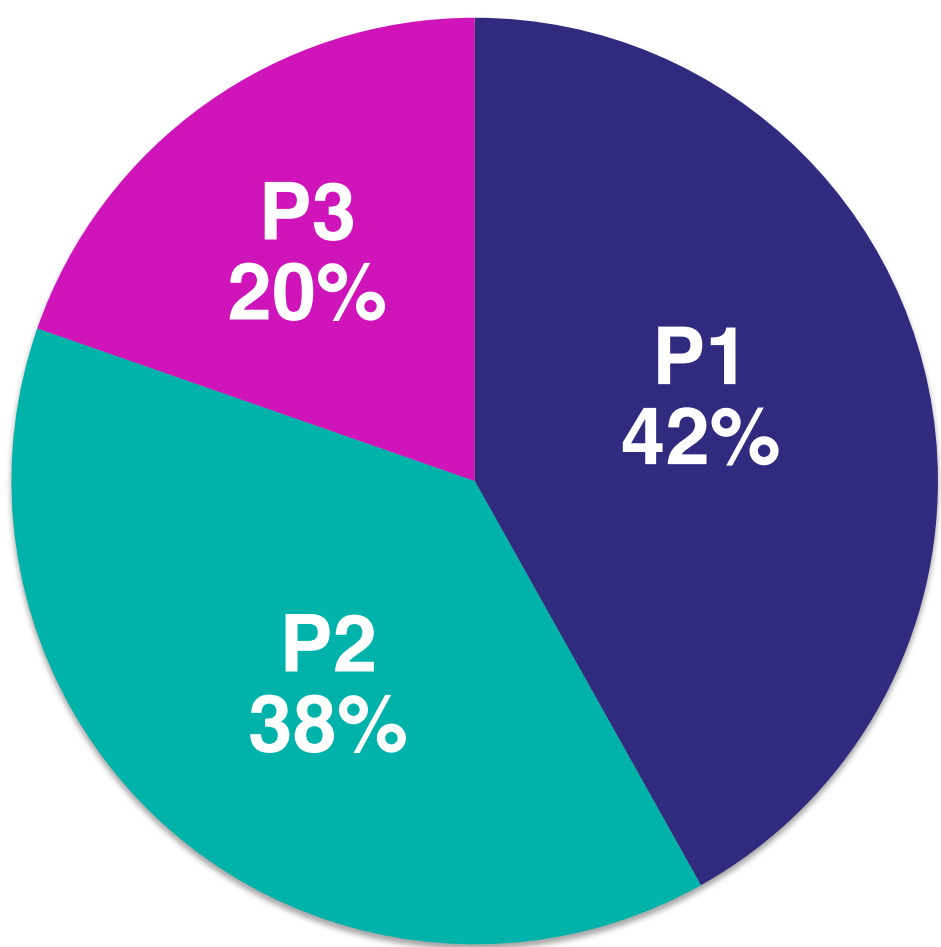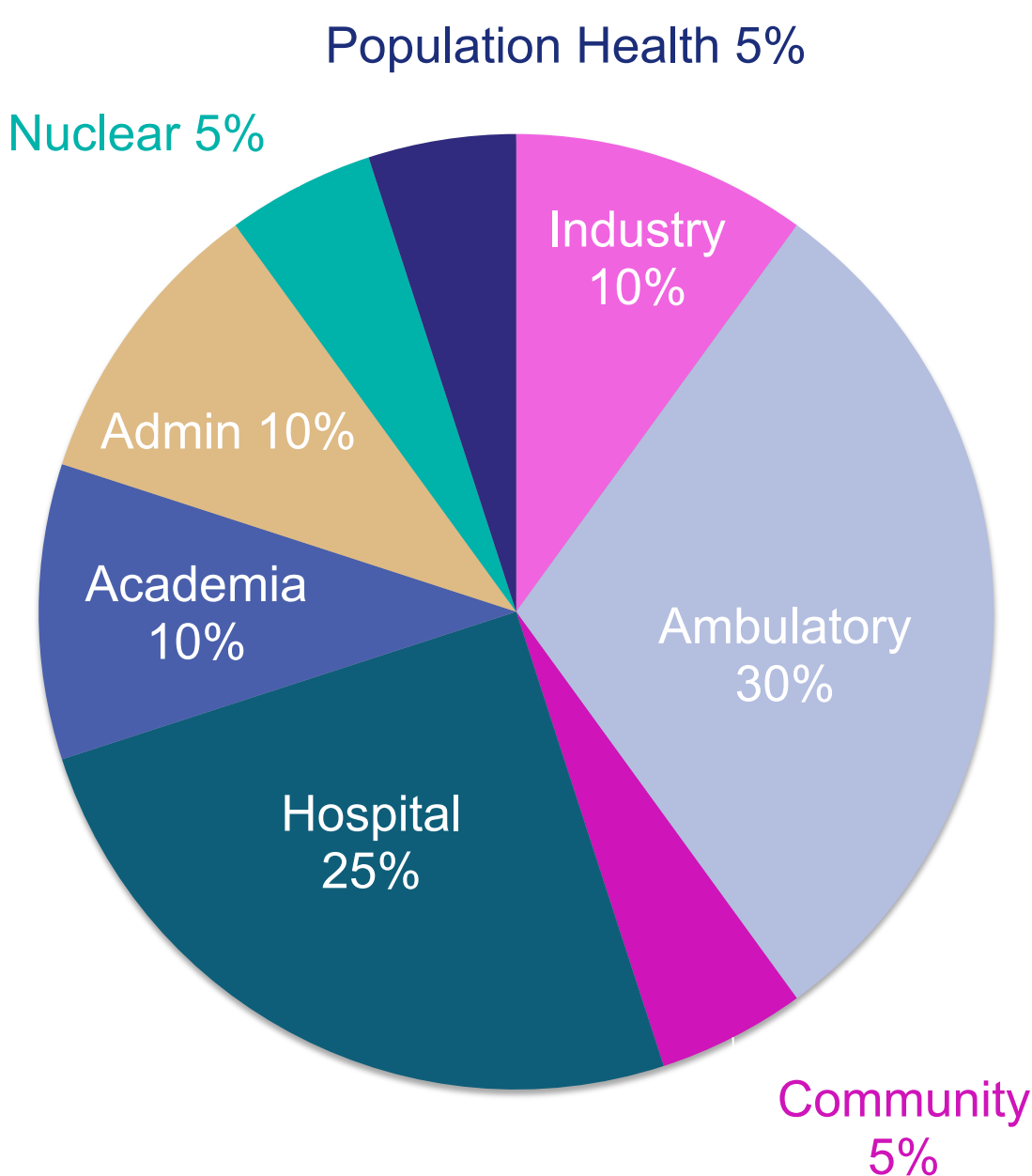## University of Wisconsin-Madison

Objective

We created Conference on Conferences in response to student feedback that attending local and national conferences can sometimes be intimidating. By hosting a mock pharmacy conference, our goal was to increase student pharmacist attendance at future state and national pharmacy conferences, eliminate the uneasiness surrounding networking, and instill in our members the importance of remaining actively engaged in our profession.
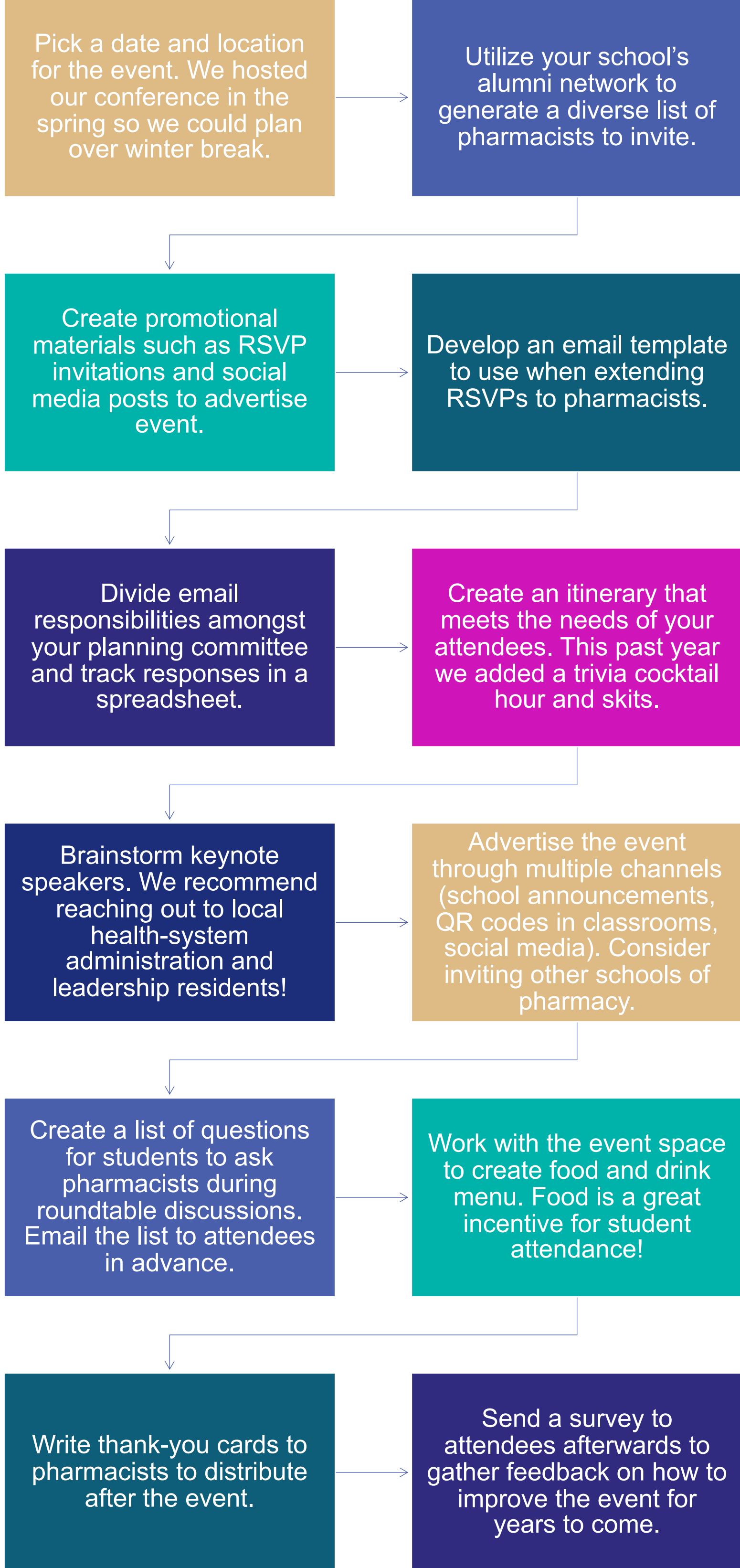
Outcomes

Student Attendance by Year

- P3 20%
- P1 42%
- P2 38%

Pharmacist Attendance by Practice Site

- Population Health 5%
- Nuclear 5%
- Industry 10%
- Admin 10%
- Academia 10%
- Ambulatory 30%
- Hospital 25%
- Community 5%

Planning Timeline

- Pick a date and location for the event. We hosted our conference in the spring so we could plan over winter break.
- Utilize your school's alumni network to generate a diverse list of pharmacists to invite.
- Create promotional materials such as RSVP invitations and social media posts to advertise event.
- Develop an email template to use when extending RSVPs to pharmacists.
- Divide email responsibilities amongst your planning committee and track responses in a spreadsheet.
- Create an itinerary that meets the needs of your attendees. This past year we added a trivia cocktail hour and skits.
- Brainstorm keynote speakers. We recommend reaching out to local health-system administration and leadership residents!
- Advertise the event through multiple channels (school announcements, QR codes in classrooms, social media). Consider inviting other schools of pharmacy.
- Create a list of questions for students to ask pharmacists during roundtable discussions. Email the list to attendees in advance.
- Work with the event space to create food and drink menu. Food is a great incentive for student attendance!
- Write thank-you cards to pharmacists to distribute after the event.
- Send a survey to attendees afterwards to gather feedback on how to improve the event for years to come.

Photos

APhA
American Pharmacists Association