

www.pgme.utoronto.ca

INTEGRATION • INNOVATION • IMPACT

Supporting the Medical Education Administrator with Event Planning and Communications

Tuesday, May 10, 2016

Presented by:

Lisa Bevacqua, Events and Project Planner

Amy Widdifield, Information Management Specialist

Nathan Harrison, Systems Coordinator



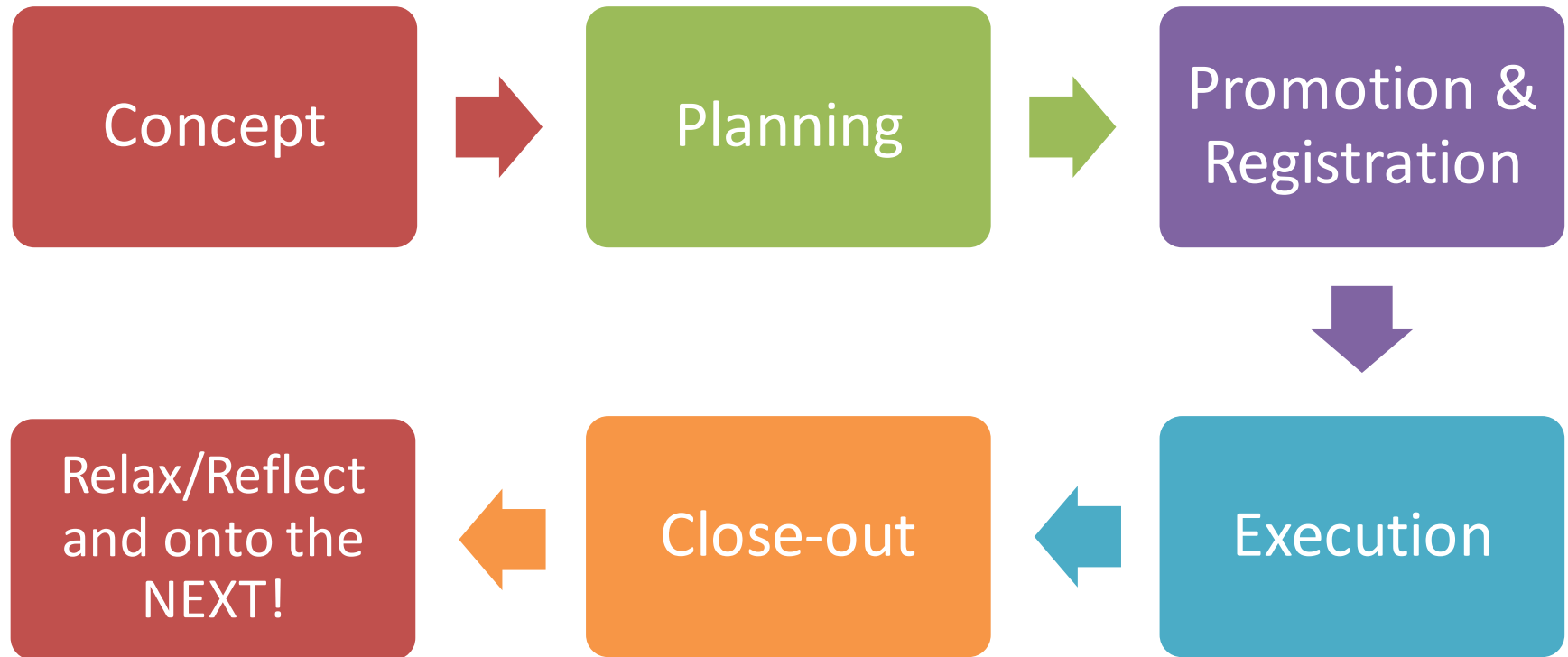
Post MD Education

UNIVERSITY OF TORONTO

Agenda

- Event Management Stages
- Using social media for event promotion and communication
- PGME: Digital Landscape

Event Management Stages



Stage 1

Concept

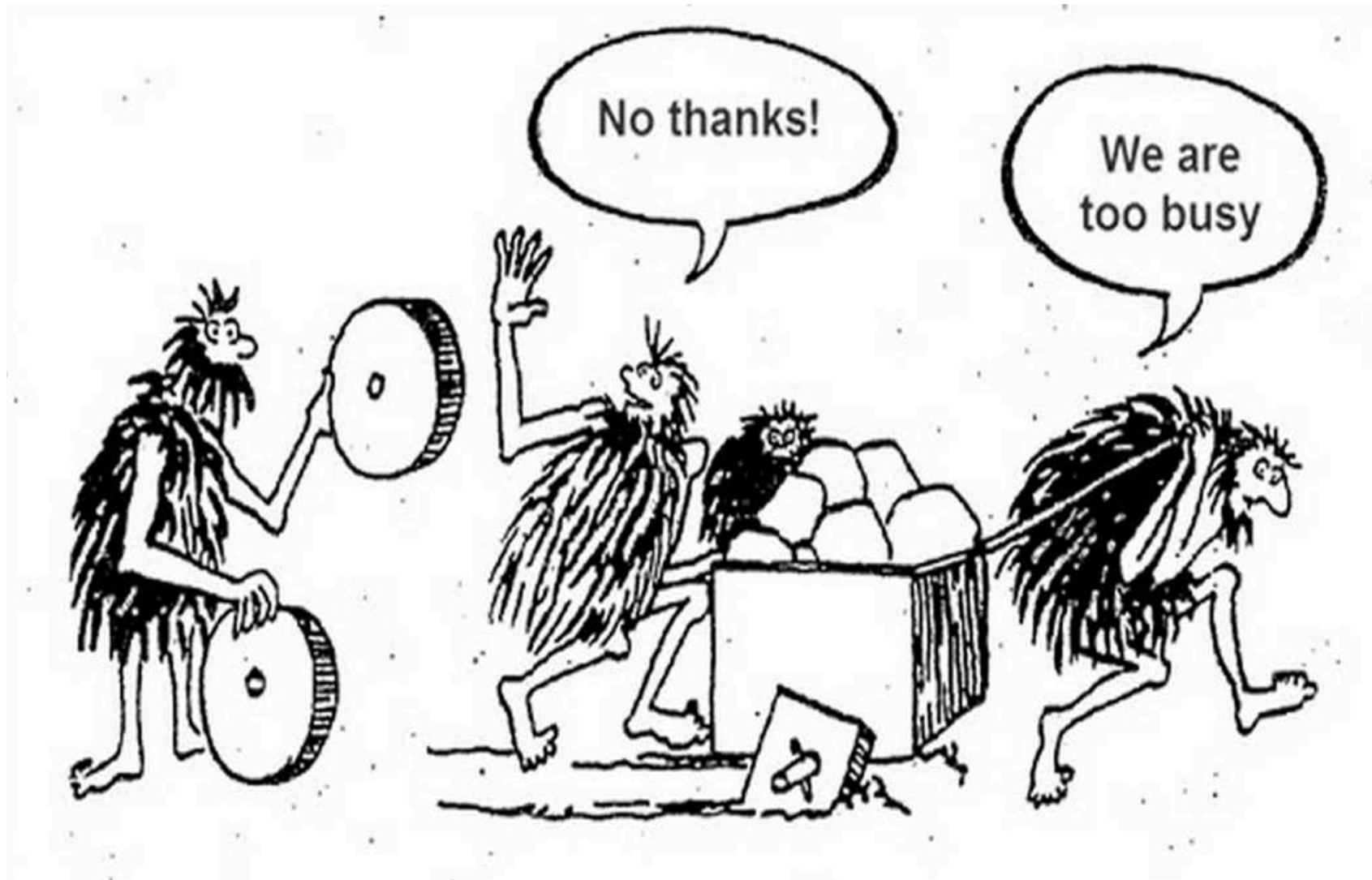
- Why/What/Who
- How often

Output

- Priorities for planning
- Goals and Objectives for event(s)

Where to start

- Understand expectations for:
 - Venue/Catering
 - Speakers/Agenda/Program
 - Budget
- Previous Evaluations/Organizers
- Needs Assessment



What to consider when planning

- Day of the week
- Time of day
- Length of the session(s)
- Location of session(s)
- Variety of Topics
- Type of Food
- Communications
- Goals and Objectives

Stage 2

Planning

- Where and When
- Who
- How – Part 1

Output

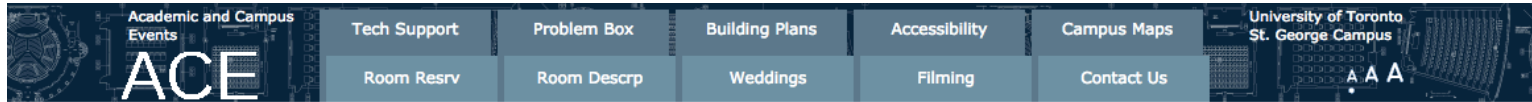
- Date, Time, Location
- Invitation List
- Budget
- Draft Agenda/Program

Where

Venue

- Appropriate size/set-up
- Location/Accommodations
- Audio/Visual Requirements
- Accessible/Catering Requirements
- Cost

Academic and Campus Events



Hours:
Mon - Fri
9 AM - 5 PM

What is ACE?

Test & Exam Services



Teaching Station Jr.



Teaching Station



Classrooms with the Teaching Station & TSJr

Con Hall Website



ace.team@utoronto.ca
updated 2014_02
webmaster

ACADEMIC AND CAMPUS EVENTS

UNIVERSITY OF TORONTO, ST. GEORGE CAMPUS

Room Reservation	to reserve classroom space or look up existing reservations
Room Description	classroom descriptions and photographs
Tech Support	classroom and A/V technology support
Problem Box	online form for classroom and A/V equipment problems
Weddings	to apply for wedding photography on campus
Filming	to apply for commercial filming on campus
Plans	autocad & pdf floorplans of campus buildings
Maps	online campus maps and directions
Accessibility	building and meeting room accessibility
Location & Contact Info	
Classroom Design	standards and guidelines
Related Websites	
Noticeboard Archive	

Report Classroom Problem



Changes for Campus Group bookings

ACE Academic Calendar 2015-2016



UNIVERSITY OF TORONTO

<http://www.osm.utoronto.ca/>

When

Date

- Venue Availability
- Speaker/Presenter Availability
- Convenient timing for attendees – Seasonal peak times/holidays/religious observances
- Preferences/Required planning

Scheduling Tools

- Doodle Poll
- Survey Monkey
- Outlook Calendar
- Google Calendar
- <https://zapier.com/blog/best-meeting-scheduler-apps/>

Who

Invite Lists

- Speakers/Presenters and Facilitators
- Attendees/Participants
- Sponsors/Vendors

U of T Preferred Vendors

- Multi-Function Devices
- Network Services
- Office Supplies**
- Printing Services
- Server Products and Services
- Software and e-Learning
- Toner Cartridges
- Travel
- Video Production

uSOURCE

Purchasing Card

Travel Services

Capital Asset Internal Sale or Disposal

Consulting Services

Customs



Purchasing Restricted

- Alternative Method: create a Purchase Requisition in FIS
 - 1 quote required
 - Forward all documentation to purchasing.help@utoronto.ca where it is reviewed and a Purchase Order created
- Contact Procurement Services at purchasing.help@utoronto.ca for a recommendation

\$100,000 +

Contact supplier(s) for quotes or for placing orders.

Approved Suppliers

Supplier	Contact Information	Contract Expires
	Erin Otvos Account Representative for Sales Tel: 647-280-2275 Customer Service Tel: 1-866-391-8111	August 2018
	St. George Campus Steve Watson Tel: 905-696-4444 Ext.5315 Mississauga Campus	Toner: September 2018 Office Supplies: August 2018

<http://www.procurement.utoronto.ca/programs-and-services/approved-suppliers>

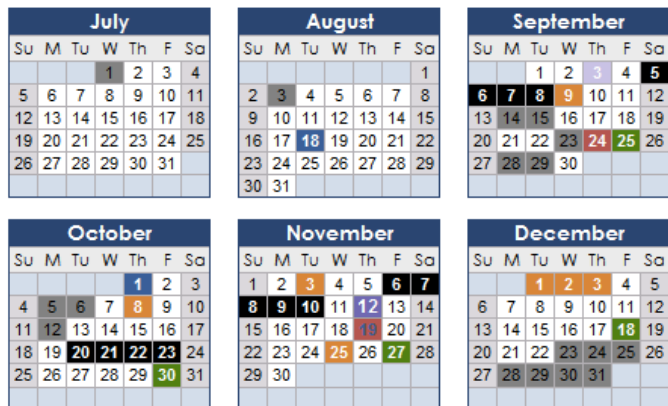
How

Budget

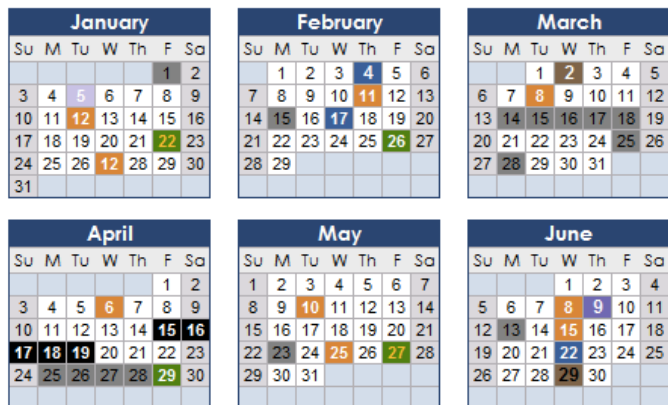
- How much?
- Approval process
- What type of reporting is required?

What my planning looks like

2015



2016



Legend

Statutory Holidays/Religious Observances/School Breaks
Conferences
Administrators' Information Series
Faculty Development Sessions
Senior Resident Seminars/Workshops
PGMEAC Meetings
All PDs and FMSS Meeting
Global Health Events
GHEI Session Opening Dates
PGME Appreciation Evening
New Resident Reception

What my planning looks like

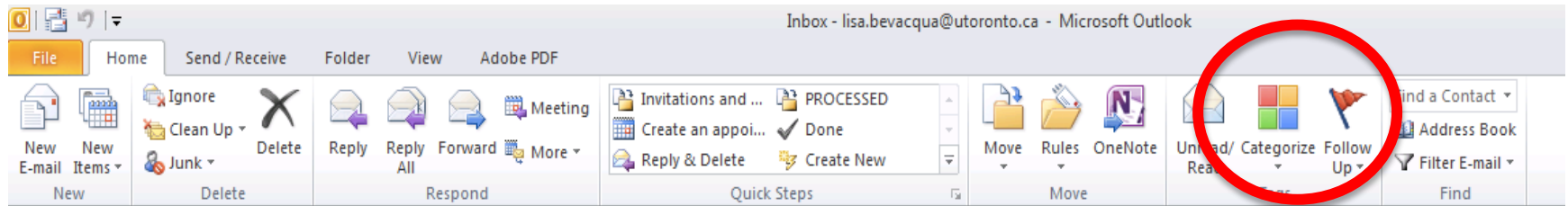
OCTOBER 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																																																				
				1 Practice Management Seminar All Day	2	3																																																																																				
4	5 Shmini	6 Simchat	7	8 PGME Info Series	9	10																																																																																				
11	12 Thanksgiving	13	14	15	16	17																																																																																				
18	19	20 TISLEP	21 ICRE - PA Stream	22 ICRE - PA Stream ICRE	23 ICRE	24 ICRE																																																																																				
25	26	27	28	29	30 PGMEAC 12:30 pm to 2:30 pm	31 Halloween																																																																																				
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Legend

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All PDs and FMSD Meeting
Global Health Events
GHEI Session Opening Dates
PGME Appreciation Evening
New Resident Reception

Categories



Categories

Color Categories

To assign Color Categories to the currently selected items, use the checkboxes next to each category. To edit a category, select the category name and use the commands to the right.

Name	Shortcut key
<input type="checkbox"/> Contacts and Mailing Lists	
<input type="checkbox"/> DOM Invitation	
<input type="checkbox"/> Events General	
<input type="checkbox"/> EVENTS: Ad Hoc	
<input type="checkbox"/> EVENTS: Faculty	
<input type="checkbox"/> EVENTS: Graduation Ceremonies	
<input type="checkbox"/> EVENTS: PA Info. Sessions	
<input type="checkbox"/> EVENTS: PGME-CPD Staff	
<input type="checkbox"/> EVENTS: Residents	
<input type="checkbox"/> Exchange User Testing	
<input type="checkbox"/> Extra Curriculars	
<input checked="" type="checkbox"/> Focus Groups	
<input type="checkbox"/> ...	

Buttons: New..., Rename, Delete

Color: ▼

Shortcut Key: (None) ▼












Background Interface: File Home Sen, New E-mail, New Items, Ignore, Clean, Junk, Find a Contact, Address Book, Filter E-mail, Find

Dialog Buttons: OK, Cancel

Filing

nedgrp (\\medgrp.medicine.utorad.utoronto.ca) (N:) ▶ PGME ▶ Events and Workshops ▶

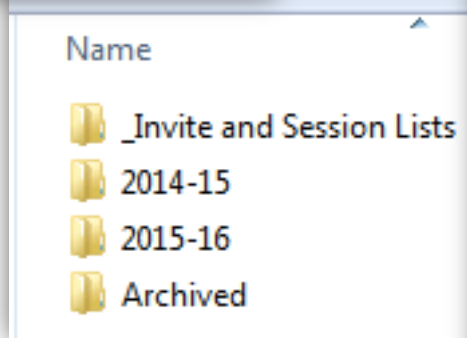
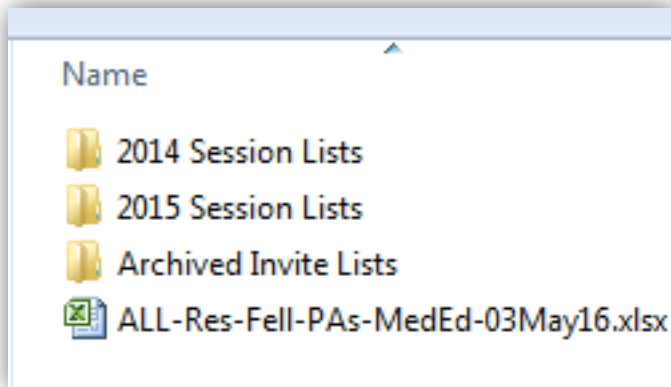
New folder

Name	Date modified
 _Event Planning Folder - TEMPLATES	2016-04-12 1:01 F
 Annual Report	2016-01-08 11:35
 Building Users Committee	2015-08-05 2:22 F
 Conferences	2016-04-15 9:49 A
 Executive Team Events	2016-01-08 11:33
 Faculty Development Sessions	2016-05-04 12:15
 Leadership Summit	2015-12-17 9:54 A
 PA and Med Ed Admin Sessions	2016-05-04 4:27 F
 Resident and Medical Student Events	2016-02-10 3:13 F
 Staff Events	2015-11-11 12:03
 .DS_Store	2014-09-08 12:02

Name
01-PGME Overview-Sept.09.15
02-PARO-CAHO-Oct.08.15
03-MTD-Oct.08.15
04-CaRMS Basic for PGY1-Entry PAs-Nov.03.15
05-Internal Reviews-Nov.24.15 and Dec.04.15
06-OATS & Reappointments in POWER-Dec.02 and 03.15
07-What's New in POWER-Dec.03.15
08-BOE and Resident Wellness-Jan.12.16
09-Touchstone-Jan.27.16
10-CPSO and Cancelled--CanMEDS2015-Feb.11.16
11-Royal College 101-Mar.23.15
12-External Resources and Electives-Apr.06.16
12-RESCHEDULE - CBME and CanMEDS2015-Apr.13.16
13-Support the Medical Education Administrator and PARO-May.10.16
14-Appreciation Event
2015-16 PGME Prog Admin Info Sessions - summary.docx
Chestnut Contracts - Feb-May 2016.pdf

Name
Thumbs.db
Invitation Lists
Presentations
Invitation Text
Venue Contract
Survey Responses

Filing



Name	Date modified	Type
ALL-Res-Fell-PAs-MedEd-28Apr16.xlsx	2016-05-03 10:47 ...	Mi
ALL-Res-Fell-PAs-MedEd-26Apr16.xlsx	2016-04-27 2:24 PM	Mi
ALL-Res-Fell-PAs-MedEd-04Apr16.xlsx	2016-04-04 5:08 PM	Mi
ALL-Res-Fell-PAs-MedEd-01Apr16.xlsx	2016-04-01 4:11 PM	Mi
ALL-Res-Fell-PAs-MedEd-29Mar16.xlsx	2016-03-29 9:34 AM	Mi
ALL-Res-Fell-PAs-MedEd-24Mar16.xlsx	2016-03-24 6:11 PM	Mi
ALL-Res-Fell-PAs-MedEd-22Mar16.xlsx	2016-03-22 5:23 PM	Mi
ALL-Res-Fell-PAs-MedEd-07Mar16.xlsx	2016-03-07 9:30 AM	Mi
ALL-Res-Fell-PAs-MedEd-01Mar16.xlsx	2016-03-01 4:57 PM	Mi
ALL-Res-Fell-PAs-MedEd-12Feb16.xlsx	2016-02-12 4:16 PM	Mi
ALL-Res-Fell-PAs-MedEd-10Feb16.xlsx	2016-02-10 3:22 PM	Mi
ALL-Res-Fell-PAs-MedEd-28Jan16.xlsx	2016-01-28 3:53 PM	Mi
ALL-Res-Fell-PAs-MedEd-26Jan16.xlsx	2016-01-26 1:14 PM	Mi
ALL-Res-Fell-PAs-MedEd-20Jan16.xlsx	2016-01-20 12:01 ...	Mi
ALL-Res-Fell-PAs-MedEd-12Jan16.xlsx	2016-01-12 11:18 ...	Mi
ALL-Res-Fell-PAs-MedEd-06Jan16.xlsx	2016-01-08 1:46 PM	Mi
ALL-Res-Fell-PAs-MedEd-22Dec15.xlsx	2016-01-06 4:38 PM	Mi
ALL-Res-Fell-PAs-MedEd-18Dec15.xlsx	2015-12-21 10:53 ...	Mi
ALL-Res-Fell-PAs-MedEd-Nov.24.15.xlsx	2015-12-10 12:59 ...	Mi
ALL-Res-Fell-PAs-MedEd-Nov.16.15.xlsx	2015-11-16 3:55 PM	Mi
ALL-Res-Fell-PAs-MedEd-Nov.13.15.xlsx	2015-11-13 6:18 PM	Mi

Stage 3

Promotion
&
Registration

- How – Part 2

Output

- Invitations
- Communications Strategy

Email & Newsletters



<http://medicine.utoronto.ca/medemail>



<http://sites.utoronto.ca/ebulletin/archive/index.html>

U of T Events Calendar



Portal | ROSI | Contacts | Maps | A-Z Index

 Search

EVENTS AT UofT

Upcoming Events »

■ St. George ■ UTM ■ UTSC ■ Off Campus

Online Chat Series: All You Want To Know About Student Parent Life @ U of T

Date : Feb 23 - Sep 27 2016, 12 pm - 1 pm

This event is being held at the St. George campus

Date: Tuesdays, February 23, March 22, April 19, May 17, June 14, August 16, September 27 Time: 12:00 - 1:00 pm An FCO Advisor & a Peer Mentor will be available to chat and answer questions about student parent life at U of T, including: Balancing study and family Strategies and insights on caring for a family member Specific ... **continue reading**

Lo-Fab | MASS Design Group

Date : Mar 31 - Jun 01 2016, 9:30 am - 5 pm

This event is being held at the St. George campus

Events by Date

< May 2016 >

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

Events by Campus

■ St. George (78 events)

<https://www.events.utoronto.ca/>

U of T Events Tool



Find Events Post An Event RSS Help

Search Events

Event Dates



to



Go

UPCOMING EVENTS



Planetarium Show: The Birth and Death of Stars -- 7pm

Start Date 2016-05-20 07:00 PM

\$6.00



Planetarium Show: The Birth and Death of Stars

Start Date 2016-05-20 08:00 PM

\$6.00



Planetarium Show: The Birth and Death of Stars -- 9pm

Start Date 2016-05-20 09:00 PM

\$6.00

MAY 2016



SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FOLLOW U OF T



<https://utoronto.audienceview.net/online/default.asp>


Program Administrator Site

ION • INNOVATION • IMPACT

GRATITUDE • INNOVATION

PGME Administration
Applicants
Current Trainees
Policies & Guidelines
Education & Research
Resident Wellness

[Home](#) » [PGME Administration](#)



- About PGME
- ▶ Awards
- ▶ Boards & Committees
- Call Stipend Rules
- ▶ Contacts
- Programs
- Program Administrator Information Session Series***
- ▶ Program Administrator Resources
- Reports & Communications

PROGRAM ADMINISTRATOR INFORMATION SESSION SERIES 2015-16

Below you will find the preliminary schedule of information sessions currently planned for the 2015-16 academic year. A PDF of the preliminary schedule is available below for download:

- [Download the Preliminary 2015-16 Information Session Series Schedule](#)

Invitations to these sessions are circulated three to four weeks prior to each session. Should you have any questions about these information sessions, please contact Lisa Bevacqua at lisa.bevacqua@utoronto.ca.

2015-16 PGME Administrators' Information series | Preliminary Program

Date	Start time	Session title	Target Audience	Duration
Wednesday, 1 September 09,	11:00AM	PGME Overview and Information Series Kick-off	All	2 hours

Toronto International Summit on Leadership Education for Physicians



Home

About

2015 Programme >

Organizing Committee

Welcome

to the Toronto International Summit on Leadership Education for Physicians.

Hosted and sponsored by



ABOUT

[Read More](#)



PROGRAM

[Read More](#)



COMMITTEE

[Read More](#)



TISLEP

@TISLEP_MD

Toronto International Summit on Leadership Education for Physicians. Community of practice developing curricula for physician #leadershipdevelopment

tislep.pgme.utoronto.ca

5 Photos and videos



TWEETS 654 FOLLOWING 1,048 FOLLOWERS 235 FAVORITES 635 LISTS 11

Tweets Tweets & replies Photos & videos

TISLEP Retweeted
Leadership Beacon @leaderbeacon - 2h
Relevant to #leadershipdevelopment - #TISLEP2015
twitter.com/tislep_md/stat... via MKChan_RCPSC

TISLEP @TISLEP_MD
Talking about co-production of healthcare at #IMELF #ICRE2015
m.qualitysafety.bmj.com/content/early/...

1 1

Stage 4

Execution

- Lead-up needs
- Day-of needs
- On-site management

Output

- Finalized Materials
- Confirmed details

Order food or confirm menu and numbers at venue - Appointment

File Appointment Insert Format Text Review

Save & Close Delete Calendar Forward OneNote Appointment Scheduling Assistant Invite Attendees Show Attendees Show As: Busy Recurrence Reminder: 1 week Time Zones Categorize Tags Zoom Zoom

Conflicts with another appointment on your Calendar.

EVENTS: PA Info. Sessions

Subject: Order food or confirm menu and numbers at venue

Location:

Start time: Tue 2016-05-10 8:00 AM All day event

End time: Tue 2016-05-10 8:30 AM

Order food or confirm menu and numbers at venue - Appointment

Send FINAL Reminders - Appointment

File Appointment Insert Format Text Review

Save & Close Delete Forward OneNote Appointment Scheduling Assistant Invite Attendees Show As: Busy Recurrence Reminder: 2 days Time Zones Categorize Tags Zoom

Conflicts with another appointment on your Calendar.

EVENTS: PA Info. Sessions

Subject: Send FINAL Reminders

Location:

Start time: Tue 2016-05-10 8:00 AM All day event

End time: Tue 2016-05-10 8:30 AM

Order food or confirm menu and numbers at venue - Appointment

Send FINAL Reminders - Appointment

Send Evaluation - Appointment

File Appointment Insert Format Text Review

Save & Close | Delete | Calendar | Forward | OneNote | Appointment | Scheduling Assistant | Invite Attendees | Show As: Busy | Recurrence | Reminder: 15 minutes | Time Zones | Categorize | Tags | Zoom

Conflicts with another appointment on your Calendar.

EVENTS: PA Info. Sessions

Subject: Send Evaluation

Location:

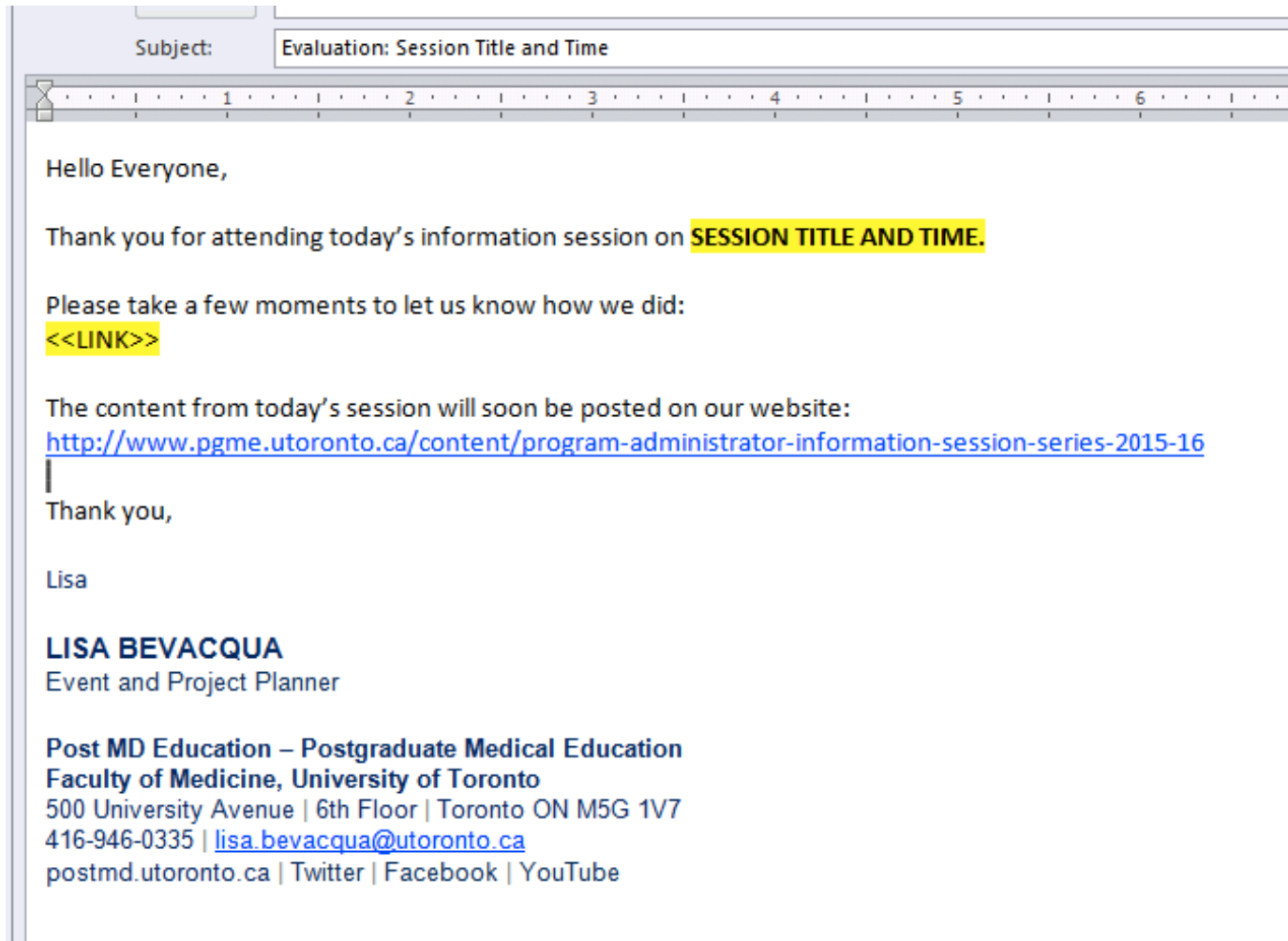
Start time: Tue 2016-05-10 12:30 PM All day event

End time: Tue 2016-05-10 1:00 PM

Event Planning and Communications: <https://www.surveymonkey.com/r/GQLHNM8>

PARO-CAHO: <https://www.surveymonkey.com/r/GQJHY5F>

Email Templates



Bcc...

Subject:

Speaker Needs: Event, Date and Time

Dear XXX,

I am contacting you to confirm your requirements for your presentation at XXXX on XXXX.

I have already arranged for our standard set-up which includes the following:

- Projector with LCD screen
- Podium with hook-up for laptop
- PGME PC Laptop
- Wireless Microphone
- Tables set up in rounds of 6-8

Please confirm by XXX if you require any of the following items:

- Adaptor for MAC laptop
- Wi-fi/Internet access
- Audience microphone
- Flip Chart and markers
- Additional item(s) not listed

Should you have any materials you wish printed prior to the meeting, please provide me with the final copy by XXXX.

Below are the general details for the event, I have also attached the agenda.

I look forward to hearing from you.

Day-of

- Print Items
- Presentations
- Assistance
- Gifts for Speakers
- Evaluations Ready to Go!
- Event Day Tool Kit/Annotated Agenda

Event Day Toolkit

- Pens and paper
 - Registration Table Signage
 - Directional signage
 - Sign-in Sheet/Attendance Sheet
 - Extra Name Tags/No Response Group
 - Extra Flip-chart paper and markers
 - **Copies of the**
- **Annotated Agenda**
 - Extra copies of all print materials
 - Extra USB key with presentations
 - Venue and vendor contracts
 - Contact Information for everyone

Stage 5

Close-Out

- Survey/Evaluations
- Appreciation
- Attendance Statistics

Output

- Feedback/De-Brief
- Thank You letters/gifts
- Reports

Evaluations

Ask questions about:

- Organization
- Effectiveness
- Delivery
- Learning Climate
- Facilities
- Overall Experience
- Strengths
- Improvements
- Comments

Evaluations

- Make it simple
- Limiting Open-ended Questions
- Reporting Formats
- Purpose

Sample Reports

	Actual Attendance							
	Accepted	Attended	Show-ups	Late Decline	No Show	No Reponse	Declines	Total Invitations Sent
Tally	110	84	4	7	18	56	48	214
%	51.4%	80.0%		6.4%	16.4%	26.2%	22.4%	

2014-15 PGME Administrators' Information Series - Stats and Feedback Overview

Session Title

Attendance Overview from 2014-15 Series

Areas for Improvement from 2014-15 Evaluations

Invited Number of Acceptance Number of Attendance No Show Rate
 Acceptances Rate Attendees Rate (Based on Acceptances)

PGME Overview	174	58	33%	48	82%	24%	Overall Rating - VERY GOOD Speakers to use microphones, no chips to eat as they make too much noise, define acronyms, more time on each topic, make session longer
PARO	176	56	32%	46	82%	23%	Overall Rating - VERY GOOD to SUPERIOR Moderate questions from attendees better, provide handouts, more time,

Stage 6

Relax,
Reflect

- Review the whole process
- How do you feel?

Onto
the
NEXT

- De-compress
- Continue to improve

Handling Feedback

- Enjoy the positive feedback
- Step away from the “negative” feedback
 - No feedback is negative feedback
- There’s always room for improvement
 - But not if you don’t remember

www.pgme.utoronto.ca

INTEGRATION • INNOVATION • IMPACT

Using Social Media for Event Planning and Communication



Post MD Education

UNIVERSITY OF TORONTO

Goals

- Quick Intro to some of the ways Social Media can be used in event communication
- Particular focus on how Twitter and Facebook can help you advertise events and engage with participants

Platform Strengths

Twitter

- Strong #MedEd community on twitter including faculty and trainees
- Ability to “live-tweet” events

Facebook

- High usage among Millenials...and most other demographics
- Handles multimedia well, ie. video, images

Platform Weaknesses

Twitter

- Somewhat transitory by nature
- Very open – more noise

Facebook

- Can seem of less of a conversation than twitter
- Posts not shown to all who have liked your page – must pay to increase exposure

Before – Schedule Tweets/Posts

The screenshot shows the Buffer website's scheduling interface. At the top, there is a search bar with the text "What do you want to share?". Navigation links include "Go Awesome", "Help", and "My Account". The main navigation bar contains "Accounts", "Buffer", "Analytics", "Schedule", and "Settings".

On the left sidebar, under "Accounts", there is a profile for "Donagh_O_" on Twitter, a link to "Your Facebook" (with a "Connect it now" button), and a "Connect More Profiles, Pages" section with icons for Twitter, Facebook, LinkedIn, and Google+.

The main content area is titled "Schedule". It includes a text prompt: "So, when would you like your posts to be sent? Choose your timezone, schedule your times and we'll make sure your posts are sent out even when you're asleep!". To the right, there is a "Schedule Timezone" dropdown menu set to "San Francisco - United States", with a note below it: "The local time here is currently 2:42pm".

Below the prompt is a "New Posting Schedule" section with a calendar view. The days of the week are listed: Monday, Tuesday (highlighted in green), Wednesday, Thursday, Friday, Saturday, and Sunday.

Underneath the calendar, there is a list of potential posting times for Tuesday. The list is titled "Potential times Tue" and includes a vertical scroll bar on the left. The times are: 01, 02, 03 (selected with a checkmark), 04, 05, 06, 07, 08 (selected with a checkmark), 09, 10, 11, and 12. Each time is accompanied by a dropdown menu for the hour and another for the period (AM or PM).

At the bottom left of the interface, there is a "Get Support" link.

Before - Twitter

- No rule on number of tweets/posts, but keep them fresh, tease info pieces, ask questions, and add pictures as possible

Before – Create a custom hashtag

Apr 30 2016	#ARA16	Australian Rheumatology Association Annual Scientific Meeting 2016
Apr 30 2016	#IronSymposium	Canberra Iron Symposium: From primary to tertiary care
Apr 30 2016	#WoundCME16	2016 Wound Healing Conference
Apr 30 2016	#ASM16NZ	ANZCA Annual Scientific Meeting 2016
Apr 30 2016	#ASCRS16	American Society of Colon and Rectal Surgeons
Apr 30 2016	#pcp16	46th PCP Annual Convention
Apr 30 2016	#PASmeeting	Pediatric Academic Societies Meeting 2016
Apr 30 2016	#STFM16	2016 STFM Annual Spring Conference
May 1 2016	#GolgMtg	Gold Foundation Research Symposium
May 1 2016	#EDPMASS16	Emergency Department Practice Management Association's Solutions Summit
May 2 2016	#EMCWORLD	EMC World
May 2 2016	#MMTM16	EMC Momentum
May 2 2016	Live #asembia16	2016 Asembia Specialty Pharmacy Summit

Before – Create a Facebook Event

MARCH BREAK OPEN HOUSE

March 9-15 Downtown (St. George)
March 11-15 Mississauga (UTM)
March 23 Scarborough (UTSC)

MAR 11 March Break Open House at University of Toronto

Public · Hosted by University of Toronto

★ Interested + Going ...

March 11, 2013 – March 15, 2013
Mar 11, 2013 at 10 AM to Mar 15, 2013 at 3 PM

University of Toronto
27 King's College Circle, Toronto, Ontario M5S 1A1 [Show Map](#)

About Discussion

Write Post Add Photo / Video Create Poll

Write something...

Details

Whether you've already applied to the University of Toronto or you're thinking about joining us in a few years, March Break is a great time to visit U of T. All of our campuses and undergraduate faculties will be holding open house events throughout the week. We're opening the doors to all prospective students to take a campus tour, visit classrooms and facilities, see student life in action and speak with staff and professors.

All of our direct-entry undergraduate faculties and campuses will be hosting special events for you to get to know them a little better.

For full schedule and details for all three U of T campuses and to RSVP where necessary, visit: <http://bit.ly/XReVKA>

GUESTS


98	282	66
interested	went	invited

RELATED EVENTS [SEE MORE](#)

- Uber for University of Toronto...**
Fri May 27 at University of Toronto
Nightlife · 21 guests
Interested · Going
- Symposium: Innovations in C...**
Wednesday at University of Toro...
Conference · 29 guests
Interested · Going
- Toronto Boat Party Festival 20...**
Thu Jun 30 at University of Toro...
Nightlife · 2 guests
Interested · Going
- Toronto, Canada - An Evening...**
Fri May 13 at University of Toronto
Books · 77 guests
Interested · Going
- Risk It! Presented by EWB(Uo...**
Sat May 28 at University of Toro...
Conference · 31 guests
Interested · Going


During – Live Tweeting/Posting

Ali Reza Jalali and 2 others Retweeted


 **Ashley Miller** @_ashley_miller_ · Apr 18
best starting point in physician resource planning as per @picardonhealth is better understanding population needs #ccme16 #meded #cdnhealth

← 9 ♡ 6 ⋮

Lorelei Lingard and 1 other Retweeted


 **Dr Javeed Sukhera** @javeedsukhera · Apr 18
We need to adopt "Twitter length introductions" for all medical conferences! @picardonhealth #ccme16

← 3 ♡ 6 ⋮

 **U of T PGME** @UofTPGME · Apr 18
From @picardonhealth - biggest change in the last 30 years is desire by docs for work life balance. Big effects on healthcare HR. #ccme16

← 2 ♡ ⋮

Resident Doctors Retweeted

 **Natasha Snelgrove** @natasha7md · Apr 18
@picardonhealth encourages us to define the real needs of the population in #hhr planning. @ResidentDoctors agrees. #ccme16

← 3 ♡ 2 ⋮

During

- Re-tweet/reply to tweets from attendees, pay particularly attention to questions
- Ask questions or post polls to garner feedback and participation during the event

During – Livestreaming



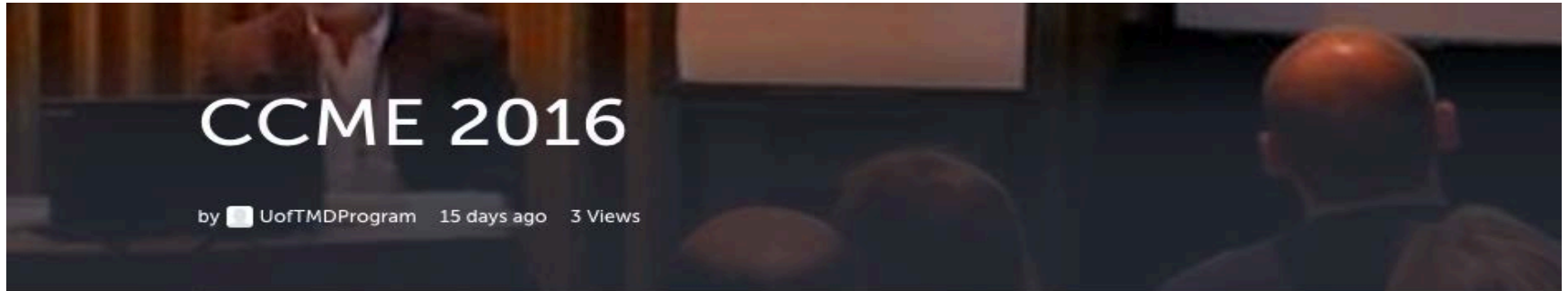
Periscope

After

Twitter

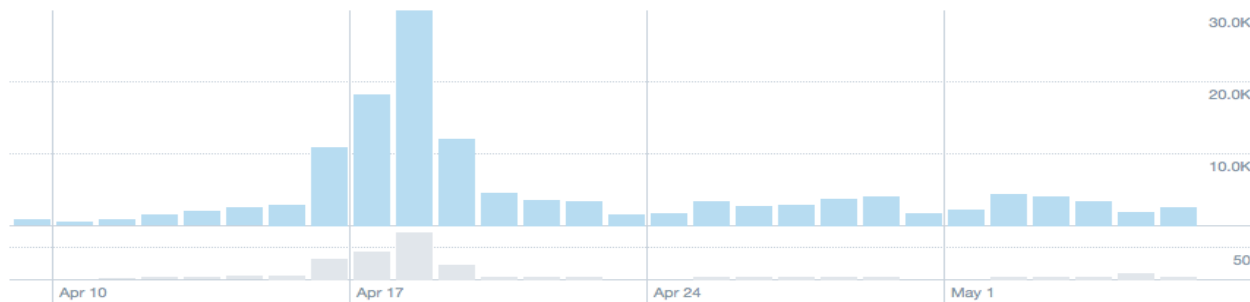
- Thank attendees
- Re-tweet positive reviews of the event
- Provide link to online albums
- Use a twitter poll for quick, short (open) feedback

After – Twitter - Storify





After – Twitter Analytics

Your Tweets earned **101.6K impressions** over this **28 day** period



YOUR TWEETS
During this 28 day period, you earned **3.6K impressions** per day.

	Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 U of T PGME @UofTPGME · 3h 6 tips for living on a #budget during training bit.ly/1rjh3ik #MedEd #TipsforNewDocs View Tweet activity					138	3	2.2%
 U of T PGME @UofTPGME · 4h Effect of Performance Deficiencies on Graduation & Board Certification Rates: 10-yr Multicenter Study bit.ly/1SDewGF #MedEd View Tweet activity					133	1	0.8%

Engagements

Showing 28 days with daily frequency

ENGAGEMENT RATE

1.7%

May 6
0.8% engagement rate



LINK CLICKS

438

May 6
8 link clicks



After – Facebook - Album

2012 Student Awards Reception

Updated over a year ago · Taken at Hart House

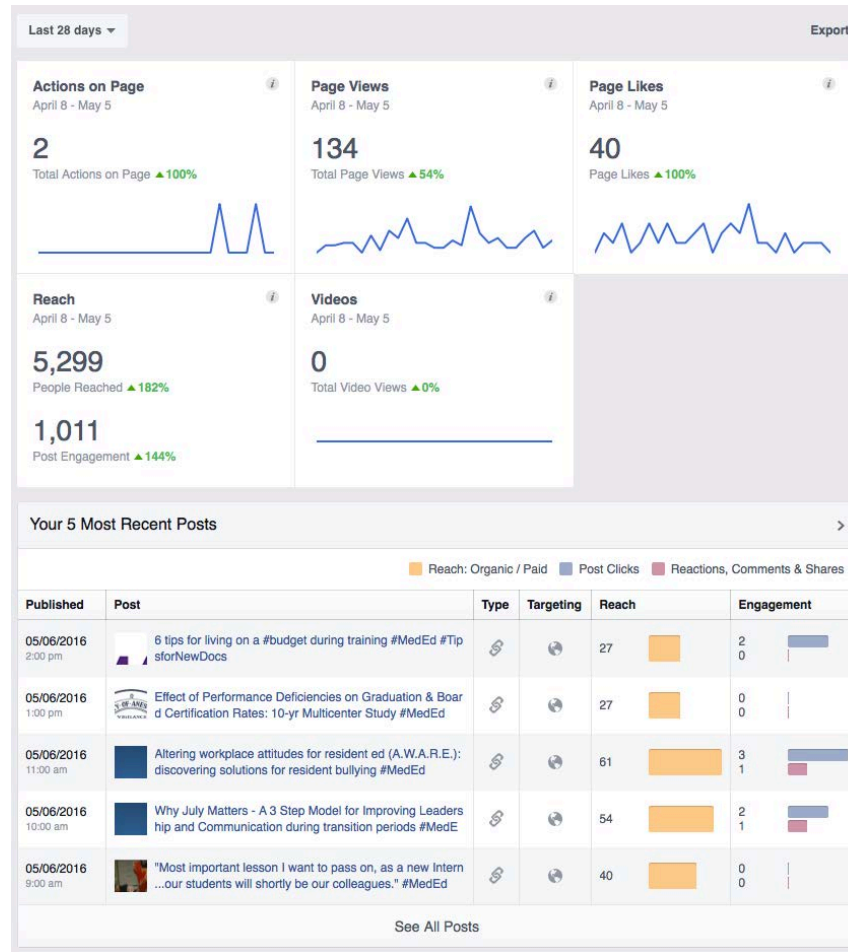


After - Facebook - Poll

In your opinion, is it worrisome that drug companies and medical device makers target doctors at conferences with extensive product placement and advertising?

- Not a big deal. Advertising is everywhere any ...
- Kind of a problem. It makes me uncomfortab ...
- This is outrageous. The conference should fi ...

After – Facebook - Analytics



Further Help

- Connect with trainees and faculty in your department who are social media pros
- Contact me: amy.widdifield@utoronto.ca

AGENDA

1. PGME: Digital Info Landscape
2. What can I find, and where?
3. How can I update content?

Goal: Provide a brief overview of PGME's digital information resources, and guidance for having outdated content refreshed.

www.pgme.utoronto.ca

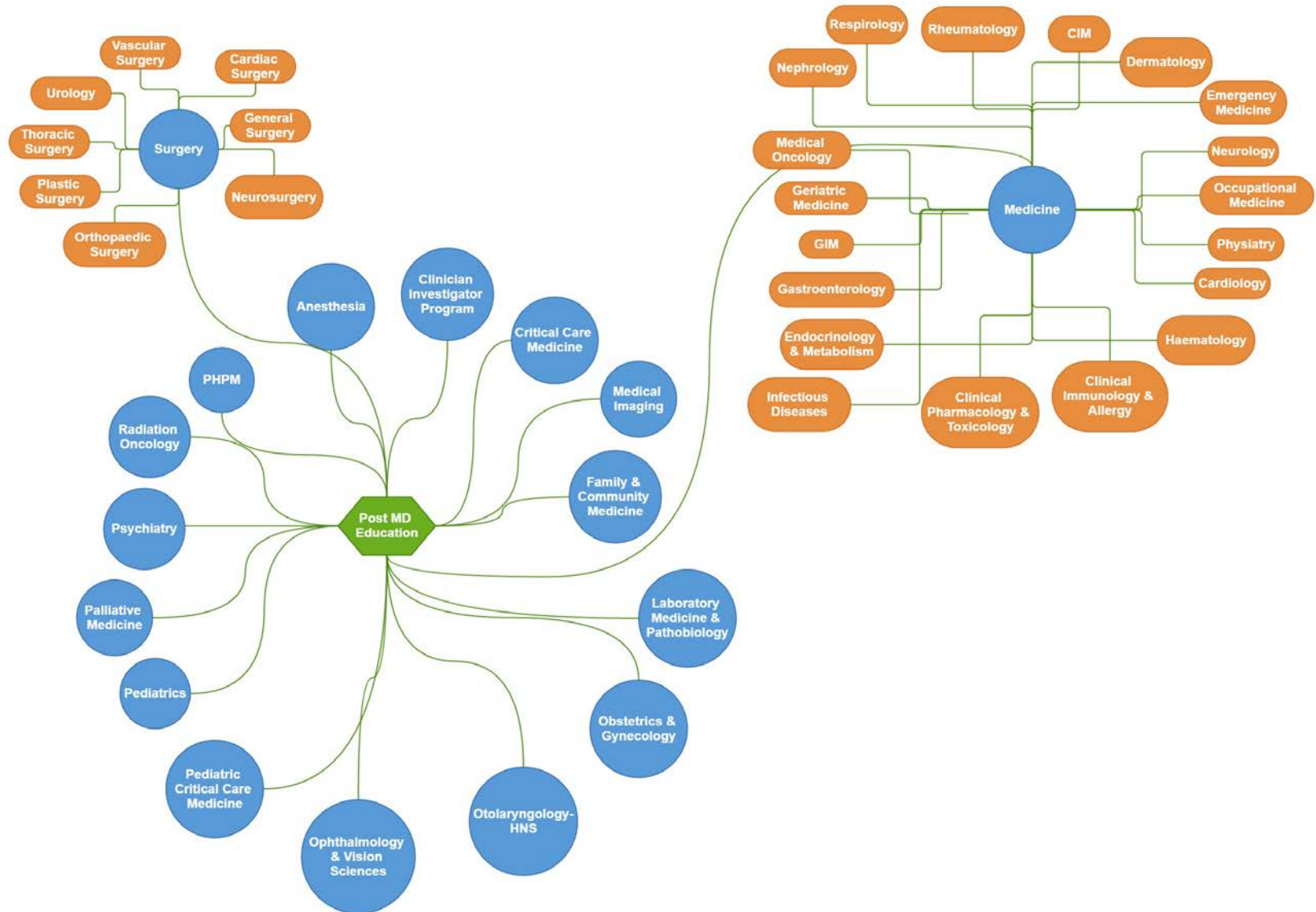
INTEGRATION • INNOVATION • IMPACT

PGME: Digital landscape



Post MD Education
UNIVERSITY OF TORONTO

WHAT'S OUT THERE?



WHAT CAN I FIND, AND WHERE?

PGME WEBSITE

U of T Home | Faculty of Medicine | Global Health PGME | OIME | Affiliated Hospitals | Portal | Power | Contact



PGME Administration | Applicants | Current Trainees | Policies & Guidelines | Education & Research | Resident Wellness

Watch the video ▶

TORONTO
THE WORLD
DOORSTEP



About our programs >

ASSOCIATE DEAN, PGME



A message from
the Associate Dean
**Dr. Glen
Bandiera**

PGCORDED 2.0 NOW AVAILABLE

PGCorEd 2.0
is now available
with Teaching
in Residency >



CONNECT



PGME BOOKLETS



PGME Information
2015 - 2016 >



Orientation Handbook
April 2016 >



Resident Wellness
2015 - 2016 >

FOLLOW US

Tweets by @UoTPGME

U of T PGME Retweeted
@UoTDRD Radiation Oncology
Congrats Dr. Eileen Rakovitch on your
reappointment as LC Campbell Chair
in Breast Cancer Research at
@Sunnybrook!

Embed

View on Twitter

INTEGRATION • INNOVATION • IMPACT

PGME

- High-level registration resources
- Central events
- Policies & guidelines
- Access to systems (POWER, PGCorEd, Electives, OATS)
- Wellness resources for trainees

DEPARTMENTAL WEBSITE

University Links: Campus Maps | A-Z Index | Contacts | Portal Login

Surgery
UNIVERSITY OF TORONTO

Faculty of Medicine | Department of Surgery | Select a Division: | Search Site | Search

About Us | Divisions | Hospitals | Programs | Faculty | Research | Education | News | Events | Giving | Contact Us

Welcome to the Department of Surgery.

The tradition of the Department of Surgery at the University of Toronto – which dates back to 1843 – is replete with interesting characters, major achievements and significant contributions to Canadian surgery.

[Read more »](#)

Department of Surgery News:

Researchers will receive \$11.7 million CA in funding over 4 years - Dr. Peter Dirks. The Hospital for Sick Children, will be leading the Cancer Stem Cell Dream Team. The grant is from Stand Up to Cancer Canada, Genome Canada, Canadian Institutes of Health Research, Cancer Stem Cell Consortium, and Ontario Institute for Cancer Research Grant.

[Read more news »](#)

Department of Surgery Events:

Friday, May 13, 2016
Gallie Day - Gordon Murray Lecturer - Mohit Bhandari MD, PhD, FRCSC
Professor and Academic Chair, Division of Orthopaedic Surgery Canada Research Chair in Evidence-Based Orthopaedics Associate Chair-Research, Department of Surgery, McMaster University

[Read more events »](#)

Quick Links:

- U of T Portal
- MedSIS
- POWER
- Tracking System for Clinical Fellows
- Institute of Medical Sciences
- School of Graduate Studies
- Continuing Medical Education
- Surgical Skills Centre
- Presentation Template
- Guidelines for Late Career Transition

The Department of Surgery has approximately 275 full-time faculty, 40 part-time faculty, 75 adjunct faculty and 40 research scientists located both on campus and at our six fully affiliated teaching hospitals and an expanding number of partially affiliated teaching hospitals. Our large faculty contributes extensively to our three core missions: excellent clinical care, outstanding research productivity and the delivery of state of the art educational programs. Our Department receives approximately over \$46 million annually of external peer-reviewed funding. We have a Surgeon Scientist Training Program aimed at providing master's or doctoral level training for our surgical trainees. There are 35 trainees registered in this research stream. We train approximately 200 residents and 200 fellows per year.

Annual Report | Surgical Spotlight | Department of Surgery Video | Strategic Plan

2014-2015 DEPARTMENT OF SURGERY ANNUAL REPORT

UNIVERSITY OF TORONTO
The Surgical Spotlight
ON ALUMNI, FACULTY, RESIDENTS & FRIENDS OF THE DEPARTMENT OF SURGERY

BOUNDLESS PROMISE

UNIVERSITY OF TORONTO

Postgraduate Medical Education
UNIVERSITY OF TORONTO

www.pgme.utoronto.ca

INNOVATION • INTEGRATION • IMPACT

- Departmental news
- Department/Discipline-specific resources
- Training programs available within discipline
- Departmental contact information
- Affiliated hospitals & faculty members

DIVISION WEBSITE

DERMATOLOGY
UNIVERSITY of TORONTO

Home Our Dermatology Division Clinics & Services Education Resources

Dermatology at the University of Toronto

Members Area

Dermatology at the University of Toronto

Welcome to Dermatology at the University of Toronto.

Our Division is a key provider of patient care for Toronto and Ontario with almost 100,000 patient visits per year in University-affiliated clinics. Skin, hair and nail problems are addressed by our group of academic dermatologists and physicians who are dermatologists-in-training. [Meet our team of experts.](#)

CONTACT US

Are you a new patient?

New patients are required to provide a referral letter from their family doctor or referring physician. New patients are required to provide a referral letter from their family doctor or referring physician.

[Find out how to become a patient.](#)

Are you an existing patient?

If you have visited us in the last 12 months, you can contact your clinic directly to schedule a follow-up appointment. If you have visited us in the last 12 months, you can contact your clinic directly to schedule a follow-up appointment.

[Contact your clinic.](#)

Are you a physician?

Dermatologists and other physicians may refer patients to our general or specialized clinics. Dermatologists and other physicians may refer patients to our general or specialized clinics.

[Find out about our clinics.](#)

SickKids Sunnybrook HEALTH SCIENCES CENTRE The NEW Women's College Hospital vividways

Dermatology, University of Toronto

- Division/program-specific resources
- Training programs available within division/program
- Division/program contact information
- Access to division/program portals or systems

PROGRAM WEBPAGE

Residency Training Programs

- **Anatomical Pathology**
- Hematological Pathology
- Medical Microbiology
- Neuropathology
- Forensic Pathology

Postdoctoral Diploma Programs

- Clinical Chemistry
- Clinical Microbiology

Fellowship Training Programs

- Fellowship Application Guidelines
- Fellowships Currently Offered

Clinician Scientist Training Program

Visiting Electives and Observerships

Postgraduate Training Sites

Awards and Bursaries

Student Profiles

POSTGRADUATE PROGRAMS

Home » Postgraduate » Residency Training Programs

Anatomical Pathology

ANATOMICAL PATHOLOGY RESIDENCY TRAINING PROGRAM OVERVIEW

Program Length: Five years

Session Dates: July 1 – June 30

Program Structure: Series of mandatory and elective rotations as well as three hours/week didactic sessions

Evaluation Methods: Direct Observation, Written, Slide and Oral Exams, Resident Portfolio

Program Director: S. Sade

Accreditation: Royal College of Physicians & Surgeons of Canada, American Board of Pathology

- Program Structure
- Applying to the Program
- Anatomical Pathology Web Portal

Program Structure

PGY 1: The first year is a general clinical year similar to a rotating internship. The PGY 1 year allows the new pathology resident to build upon knowledge and skills gained in medical school and the clinical clerkship. It is intended to give the resident a broad-based exposure in preparation for specific specialty training in anatomical pathology and for the MCCQE Part II examination.

Core Surgical Pathology: Following PGY 1, the next 18 months of the program are



Eric Morgen
MD, MPH,
FRCPC

It was during medical school that I decided on a career in anatomical pathology. Initially, it caught my attention as the medical specialty with the most definitive answers for patients and for referring physicians in many domains of medical care....

[Read more](#)

ROBUST RESEARCH



Dr. Dan Winer
Winer, Cashman Award

- Program overview/descriptions
- Application instructions
- Program contacts
- Alumni profiles

FINDING CONTENT: SEARCH TIPS

Trend in types of web content

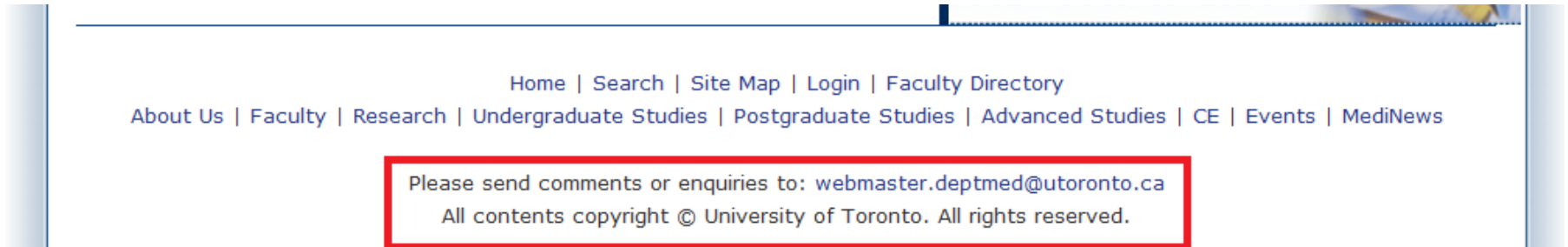
- News/Events
- Contact information
- Training Program Offerings + descriptions
- Faculty & sites
- Resources

*Key is the **scope** of this content: is it Postgrad, Departmental, Divisional, Program?

What type of content are you looking for, and at what **organizational level** would it most likely belong to? Start there.

HOW CAN I UPDATE CONTENT?

CHECK THE FOOTER



- Generally, contact email for the **webmaster** can be found at the bottom of webpage



- If no webmaster, contact the **entity 'powering' the website**, or search the contact list on a website for an appropriate resource

*Best practice to **outline the content** that is outdated/in question and **include the URL/webpage address** in the body of the message

WEBMASTERS

Departments	Website URL	Webmaster
PGME	http://pgme.utoronto.ca/	Nathan.harrison@utoronto.ca
Anesthesia	http://www.anesthesia.utoronto.ca/	
CIP	http://cip.utoronto.ca/	webservices@utoronto.ca
Critical Care	http://www.criticalcare.utoronto.ca/	webmaster.deptmed@utoronto.ca
Medical Imaging	http://medical-imaging.utoronto.ca/	gary.cronin@utoronto.ca
DFCM	http://www.dfcm.utoronto.ca/	dfcm.communications@utoronto.ca
LMP	http://www.lmp.utoronto.ca/	
OBGYN	http://www.obgyn.utoronto.ca/	obgyn.communications@utoronto.ca
Otolaryngology – HNS	http://www.otolaryngology.utoronto.ca/	cms.help@utoronto.ca
Ophthalmology & VS	http://utovs.com/	
Paed. Critical Care	http://www.sickkids.ca/Critical-Care/Training-Program/	
Paediatrics	http://www.paeds.utoronto.ca/	cms.help@utoronto.ca
Palliative Medicine	http://www.dfcm.utoronto.ca/programs/Divisions/dpc.htm	dfcm.communications@utoronto.ca
Psychiatry	http://www.psychiatry.utoronto.ca/	lindsay.curtis@utoronto.ca
Radiation Oncology	http://www.radonc.utoronto.ca/	
PHPM	http://phpm.pgme.utoronto.ca/	phpm.progasst@utoronto.ca
Surgery	http://surgery.utoronto.ca/	S.Neilson@utoronto.ca

RECAP

1. PGME: Digital Info Landscape
2. What can I find, and where?
3. How can I update content?

Goal met: Provided a brief overview of PGME's digital information resources, and guidance for having outdated content refreshed.

QUESTIONS?

NATHAN HARRISON

Systems Coordinator

Post MD Education – Postgraduate Medical Education

Faculty of Medicine, University of Toronto

500 University Avenue | 6th Floor | Toronto | ON | M5G 1V7

416-978-3650 | nathan.harrison@utoronto.ca

postmd.utoronto.ca

Thank you!

Reach us at:

Lisa.Bevacqua@utoronto.ca

Amy.Widdifield@utoronto.ca

Nathan.Harrison@utoronto.ca

Questions?