



ASSOCIATION OF MEDICAL MEDIA

VOLUNTEER MANUAL

January 2023





Thank You

Your service WILL make a difference.

On behalf of our Board of Directors, and the entire Association of Medical Media community, thank you for volunteering to serve our organization this year. We are committed to making sure that this experience is a meaningful one, on both a personal and a professional level.

Our volunteers are the heart of the AMM. Without each one of us, our organization would not be able to achieve its mission. Together we will build on past successes, and chart a course forward that continues to advance our cause.

This manual is meant to share some key information to help you navigate your volunteer experience and maximize your impact on our community. Please reach out with any questions or to let us know if we can be of assistance.

Many thanks for volunteering. I am looking forward to working with you.

Peter Palmer
President

General Purpose:

**The AMM's
Committees are
meant to...**

1.

FACILITATE the work that needs to be done in between board meetings.

2.

MAKE RECOMMENDATIONS to the board on key strategic and operational questions.

3.

ASSIST STAFF in the day to day operations of the organization.

Guiding Principles:

We believe that volunteer service should...

1.

STRENGTHEN KNOWLEDGE

about our organization and medical media in general.

2.

STRENGTHEN SKILLS

on a personal and professional level that will benefit both YOU and THE AMM.

3.

STRENGTHEN CONNECTIONS

with the AMM over time that could lead to additional service (including Board) opportunities.

OUR SIGNATURE PROGRAMS INCLUDE:



EDUCATIONAL PROGRAMMING

Ranging from industry panels, roundtables with AMM members and thought-provoking talks delivered by subject matter experts, AMM's educational programming delivers meaningful knowledge sharing.



SIGNATURE EVENTS

Each fall, the AMM comes together for a philanthropic fundraising event. Each spring, the AMM gathers to celebrate the top salesperson in medical media along with a cadre of rising stars.



ACTIONABLE CONTENT

The AMM produces several series filled with actionable intelligence that you can put to work for your organization. They include podcasts, white papers, video blogs, and a series of special reports on key topics.

HOW THE ASSOCIATION OF MEDICAL MEDIA IS STRUCTURED:

THE BOARD

The AMM is governed by a Board of Directors. The Executive Committee of the Board (officers) manages affairs in between Board meetings.

COMMITTEES

The work of the Board is supported by a number of volunteer-led committees and task-forces. Additional task-forces and work groups are appointed as needed by the Board.

APPOINTMENTS

Chairs and committee members are appointed by the President after Board consultation.

OPERATIONS

Day-to-day operations handled by a management firm (TVD Associates, Inc.). Todd Von Deak serves as the AMM's Executive Director

2023 Committees & Their Chairs

**Please reach out with any
questions or ideas.**



DIANE CARPENTERI

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Membership

Growing our community and expanding its value.



LISA HEALY

lhealy@biopharmamediasolutions.com

Education

Guiding the development of our educational agenda.



DIANE CARPENTERI

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Nexus Awards

Celebrating the best in medical media sales.

TBD

Bowling for Breast Cancer

Guiding our annual philanthropic fundraiser.

AMM | Association of
Medical Media

“

Every Contribution Matters - Especially Yours.

“START WHERE YOU ARE. USE
WHAT YOU HAVE. DO WHAT
YOU CAN.”

ARTHUR ASHE

”

Types of Service

A variety of volunteer opportunities have been established in recognition of the interests and needs of busy professionals who wish to contribute. There are:

- **Standing Committee(s).** One-year commitment, renewable term.
- **Ad Hoc Taskforce(s).** Varied length commitment, short-term project, or research.
- **Independent Project(s).** Varied commitment, one-person project, or research.
- **Mentoring Role(s).** Varied length commitment to fulfill periodic needs.



How We Operate

All groups meet virtually (conference or video call).

- Groups will identify a person responsible for minutes. Minutes should be shared within 10 days of the meeting with the group (with a copy to the Executive Director). We suggest you set the day and time for the next meeting at the conclusion of the proceeding while the group is together.
- Meeting frequency varies by type of volunteer service.
- Volunteers are encouraged to share feedback with their chair, or our President on ways service can be meaningful on a personal level.



Our Ask of You...

Is simple and straight forward.

- Maintain a current membership during your service
- Complete a conflict of interest and disclosure statement
- Participate in all meetings
- Review relevant material prior to meetings
- Accept and complete special assignments when possible
- Promote involvement by participating and being an advocate
- Respond promptly to correspondence and requests
- Immediately inform staff and leadership if your circumstances change that impact your service





[HTTP://WWW.AMMONLINE.ORG/VOLUNTEER-DOCS/](http://www.ammonline.org/volunteer-docs/) **YOUR ONLINE RESOURCE**

We have crafted a web page with key resources to support being a volunteer. Online, you will find our bylaws, committee charges, and job descriptions, along with other governing docs, as well as project resources and articles on key topics for volunteers (think finances).

Throughout the year, if we can add anything that would be helpful, just let us know.

This is a work in progress!

Key Contacts

**Ready for questions, to
share resources, or to
work through
challenges.**



PETER PALMER, PRESIDENT

M3 Media

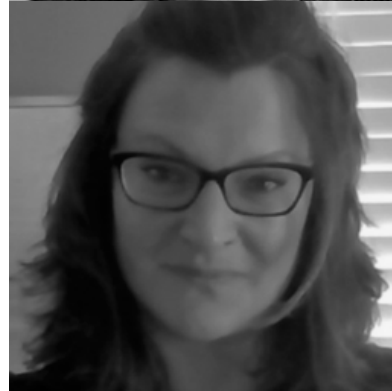
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DARREN SEXTRO, TREASURER

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JENNIFER BADUA, SECRETARY

NEJM Group/ Massachusetts Medical Society

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TODD VON DEAK, EXEC. DIRECTOR

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THREE THINGS YOU CAN DO:



SHARE

Leverage Your Social Media

The AMM is on Facebook, LinkedIn, and Twitter. Every time you share one of our posts, you are helping to get the word out, likely to someone who has never heard of us.



INVITE

Make Personal Asks

Nothing is more powerful than a personal ask or invite from a colleague. When you join us for an event, try to bring a friend along.



OBSERVE

Be a Talent Scout

Our community becomes stronger when more people are actively engaged. Current volunteers are the best sources for recruiting additional support, which we can always put to use. Know someone who wants to get involved - have them reach out or let us know and we'll see if they are interested in getting involved.

Thank You

WE ARE LOOKING FORWARD TO THE YEAR AHEAD.

Together, there is no doubt that the AMM will have a strong year and truly make an impact, both personally and professionally on our members along with the community that we serve.

Throughout the year, please do not hesitate to reach out whenever you feel that our staff can be of assistance. Whether you have an idea that you think could be transformational, or experiencing a challenge that could be lighter if shared, we look forward to hearing from you.

The biggest asset of any association is its people. With involved members, so much is possible...and without, so little. Our community, along with the industry we serve will be better off because you are taking an active role in its future. For that, you have my thanks.

All the Best,

Todd Von Deak, MBA, CAE
Executive Director





We're Excited for the Year Ahead

THE ASSOCIATION OF MEDICAL MEDIA

Moorestown, NJ

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EMAIL ADDRESS

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