



Industrial Pharmacy Section (IPS) Annual Report 2020

- IPS implemented a project called “Membership Growth Project”, aimed to develop marketing strategies for the Section to increase membership. Prospective IPS members were targeted with promotional messages to understand the behavior of pharmaceutical industry professionals. IPS financed a LinkedIn campaign for 9 months. The campaign was cut short because responses were being impacted by COVID-19 pandemic, but IPS has enough data to inform strategy for future campaigns.
- IPS organized a webinar about “Multipurpose Prevention Technology”, presented by Clement Haeck (France) on 2 December 2020.
- Four issues of the quarterly IPS Newsletter were delivered to the Section’s members.
- IPS received several applications for the IPS Medal in 2020, but because FIP Congress in Seville was not possible that year, the ExCo decision about the 2020 winner was postponed to Q1 2021, together with discussions about the 2021 IPS Medal.

IPS is proud of LinkedIn campaign developed as part of its Membership Growth Project in 2020. Although final results were below expectation (by the afore mentioned reasons), the learning experience permitted the Section to obtain valuable knowledge that was further shared with FIP, helping to pave the way for further collaborative actions by IPS and other Sections in internet/social media campaigns to grow membership under the ONE-FIP concept.

Goals in 2021:

- Goal #1: Update of the IPS Strategic Plan (2021-2025), IPS statutes and financial guidelines.
- Goal #2: Engagement and partnership with regional pharmaceutical forums, institutions and associations aimed to build a calendar of regional events with strong presence of IPS.
- Goal #3: Engagement with FIP and FIP Sections to joint efforts in social media under the ONE-FIP concept, focusing on increasing the number of IPS members.