

BOMSA

BOMSA REPRESENTATIVE
INFORMATION PACK

2022/23

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FOREWORD

Dear BOMSA Representative,

It gives me great pleasure to welcome you all to BOMSA - an organisation that was founded on a vision to revolutionise medical students' exposure and engagement within Trauma and Orthopaedic (T&O) Surgery across the United Kingdom (UK).

We are aware that exposure to T&O in most medical school's undergraduate curricula is relatively poor. Instead, it's the fantastic efforts of enthusiastic local surgeons, mentors, and those of us who lead our local surgical and orthopaedic societies who help to provide early, positive exposure to T&O within our medical school communities.

BOMSA is built on the vision that effective collaboration can greatly enhance exposure to orthopaedics, whilst simultaneously reducing the burden on individual societies to reach and market to their target audience. We want to encourage and will support all of you in demonstrating originality and creativity within your roles and providing impactful events and initiatives within your respective regions, whether that be workshops, seminars, conferences, or research and mentoring opportunities.

We thank you for your efforts so far and for successfully applying for a role on the UK's first and largest network of aspiring orthopaedic surgeons. As a BOMSA representative, you have the exceptional opportunity to represent our organisation's vision, aims and objectives at a local and regional level, and lead on initiatives to increase orthopaedic exposure and opportunities for medical students within your region. We are very fortunate to work closely with the British Orthopaedic Association (BOA) and the British Orthopaedic Trainees Association (BOTA), our affiliated organisations, as well as several other specialist orthopaedic societies and industry partners. This enables all of you to connect and network with hundreds of like-minded medical students, orthopaedic trainees, and consultants across the UK at our national collaborative events.

This document aims to act as an information pack and reference manual:

1. To bring every BOMSA representative up to speed with what BOMSA is, how we can work together, and what you can expect by being part of the organisation.
2. A means of accountability and guidance for our BOMSA Regional Leads who'll be helping to keep BOMSA alive by leading their respective regions.

We aim to update this document every year going forward and kindly ask for your feedback. We hope that you will all consult this manual as needed if you are to need any advice or guidance. We'd love to hear your thoughts on any additions that would make this document more useful for you. Please do get in touch at contact@bomsa.org.uk.

Kind Regards,

Dr Shiv Kolhe
Co-Founder, President 2022-23
British Orthopaedic Medical Students Association

About BOMSA

Despite approximately 40% of GP attendances (and a similar number of A&E attendances) being associated with musculoskeletal conditions, most medicals schools only dedicate around a fortnight to Trauma & Orthopaedic teaching.

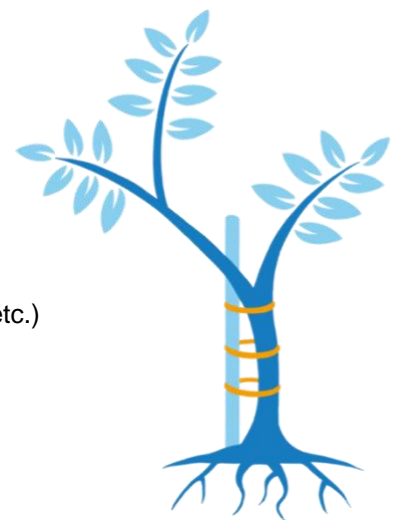
Exposure to T&O in medical school comes from two primary sources:

1. **Curricular:** hospital placements, student selected components, electives, lectures, and revision materials.
2. **Extra-curricular:** society-led talks, workshops, conferences, mentorship initiatives and research opportunities.

Where does BOMSA fit in?

Think of it like a tree...

- I. **Leaves and Hanging Fruit**
Who? Consultant T&O Surgeons
Representation? The British Orthopaedic Association (BOA)
- II. **Branches**
Who? T&O Subspecialties
Representation? BOA Affiliated Specialist Societies (BHS, BASK, BESS etc.)
- III. **Trunk:**
Who? T&O Trainees
Representation? The British Orthopaedic Trainees Association (BOTA)
- IV. **Roots:**
Who? Medical Students
Representation? **BOMSA** - The British Orthopaedic Medical Students Association (BOMSA)



Although we'd like to think we always had a robust and connected root system. We'd go as far to argue that our roots have always been fragile... **Why?** - Local surgical and orthopaedic societies not only vary in size and membership between institutions, but they also tend to fluctuate in activity and output each year. Smaller societies may have difficulty logistically and financially organising and running orthopaedic-related events, conferences etc. and when highly motivated medical student committees stop leading their university societies, the exposure, and opportunities wither...

Until now, there has been no incentive to standardise and deliver sustainable initiatives to increase undergraduate opportunities, exposure, and engagement within T&O at a local, regional, or national level...**Enter BOMSA!**

Who are we?

BOMSA is a national non-profit student-led organisation, directly affiliated with both the British Orthopaedic Association (BOA) and the British Orthopaedic Trainee Association (BOTA),

Our History

BOMSA was born out of a collaborative effort from a group of enthusiastic medical students with lots of experience running societies at a national and regional level. This included former BOA and BOTA Medical Student Representatives and the founding members of the London Undergraduate Orthopaedic Society (LUOS) (now rebranded to BOMSA London) which was then the UK's first regional T&O society in 2018. This regional collaboration between medical schools was successful in enhancing early positive exposure to orthopaedics in an active, organised, and sustainable way.

BOMSA has taken this approach national, building on our collaborative experience and supporting BOMSA regional committees to collaborate in a similar manner and contribute to improving exposure to orthopaedics on a greater scale.

Our Vision

BOMSA's vision is to support students from entry into medical school until graduation, nurturing the grass root members of the wider orthopaedic community, who will go on to become the leaders, innovators, and future orthopaedic surgeons. BOMSA acts as a powerful national network, uniting student bodies to allow for the coordinated representation of student interests in T&O surgery.

BOMSA provides clear national leadership for the student T&O community, providing one powerful voice to drive changes to revolutionise student engagement. Our governance structure allows us to incorporate student interests and feedback at local and regional levels into an overarching national strategy that is developed by students, for students. Our plan sets out short-, medium- and long-term deliverables to meet our aims and objectives.

BOMSA aims to provide students with a clear pathway for progression, serving as the bridge between students and the existing professional bodies, the BOA and BOTA. We aim to facilitate personal and professional growth through early exposure to the specialty and provision of clinical, academic and leadership opportunities.

Our Progress

We have successfully established a diverse, sustainable, and representative national community of medical students interested in T&O surgery. Through our network, we aim to enhance early T&O exposure to medical students on a national scale. We encourage collaboration between medical schools, allowing institutions to act under their own steam, but with the capacity to create higher impact events and greater reach. Our initiatives provide not only fantastic practical experience and teaching covering a range of T&O subspecialties, but also ample networking opportunities to connect our members with like-minded students, trainees, and surgeons

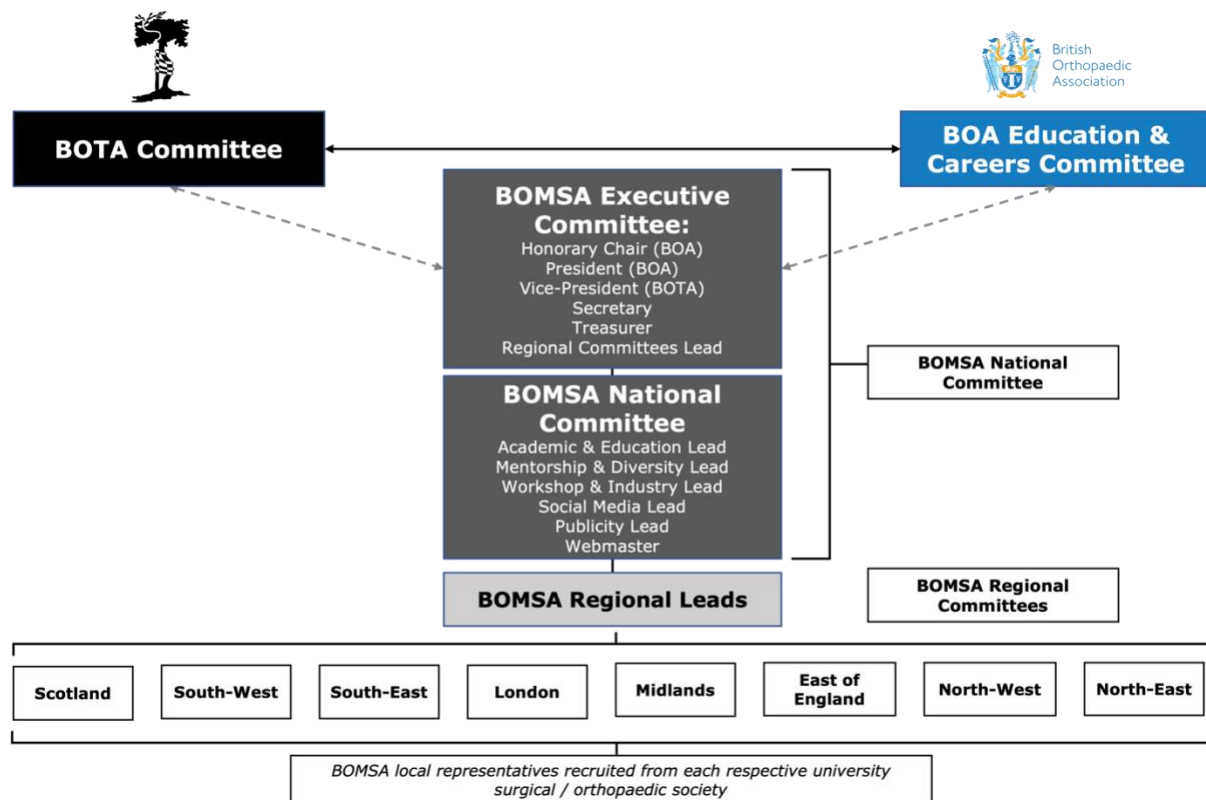
Our Aims & Objectives

- 1) To raise the awareness of T&O surgery as a career amongst medical students.
- 2) To provide advice to medical students and foundation doctors regarding careers in T&O surgery.
- 3) To champion diversity, inclusivity, and equity by embedding these values in the undergraduate experience of T&O surgery through our organisation

- 4) To build and sustain an active community of aspiring T&O surgeons, by developing sustainable links between UK surgical/orthopaedic societies and national orthopaedic organisations such as BOTA and BOA.
- 5) To work in affiliation with the BOA and BOTA, to provide additional opportunities for medical students to develop their interest and improve exposure to T&O surgery, using a collaborative approach.
- 6) To strengthen channels of communication between medical student communities, BOTA and BOA.
- 7) To inspire the next generation of orthopaedic surgeons through a combination of annual flagship events, practical workshops, networking & mentoring opportunities, research initiatives and educational events.
- 8) To encourage leadership and management roles at an early stage at medical school and provide an abundance of opportunities for personal and professional development.
- 9) To provide a representative who regularly reports to the BOA Education and Careers (EdCar) and BOTA National Committees.
- 10) To provide appropriate assistance to the BOA and BOTA for any medical student related activities.

OUR ORGANISATIONAL STRUCTURE

BOMSA Governance Structure



**please note that the specific regions are subject to change depending on annual recruitment at the discretion of the national committee.*

The BOMSA Organisational Structure consists of 3 main components:

- a) **BOMSA National Committee** (democratically elected officers)
- b) **BOMSA Regional Committees** (democratically elected regional leads + local representatives of each region)
- c) **BOMSA Local Representatives** (appointed local representatives from each medical school)

A. BOMSA National Committee:

The national committee consists of democratically elected officers holding both executive and non-executive roles. The national committee directly communicates with both the BOA and BOTA to develop and implement strategies for student representation in T&O.

B. BOMSA Regional Leads:

The regional committee consists of local representatives from each medical school within a region and a democratically elected regional lead.

C. BOMSA Local Representatives:

Local representatives will typically be appointed representatives from either a university T&O Society or Surgical Society. They are responsible for the engagement of the student body within their respective university.

Each year BOMSA consists of approximately 70-100 members, working together to enhance orthopaedic exposure on a national level.

BOMSA UK Regions

These are the proposed regional divisions across the United Kingdom including 40 medical schools:

Region	Medical Schools	Region	Medical Schools
Northern Ireland	Queen's University Belfast	East of England	University of Cambridge University of East Anglia Anglia Ruskin University
Scotland	University of Edinburgh University of Aberdeen University of St. Andrews University of Dundee University of Glasgow	Midlands	University of Nottingham University of Leicester University of Warwick University of Birmingham Aston University Keele University
South West	University of Plymouth University of Bristol University of Exeter Cardiff University Swansea University	North West	University of Manchester University of Liverpool Edgehill University University of Central Lancashire (UCLan) Lancaster University
South East	University of Southampton Brighton and Sussex Medical School Kent and Medway Medical School University of Oxford Buckingham University	North East (including Yorkshire)	University of Newcastle University of Sunderland University of Leeds University of Sheffield University of Hull and York
London	King's College London St. Georges University London University College London Imperial College London Barts and the London Medical School		

N.B. BOMSA aims to group medical schools by rough geographical proximity to one another to make it easier to run in-person events together. Please note that the specific regions are subject to change at the discretion of the national board. Any feedback, queries or issues please contact us: contact@bomsa.org.uk / regionaluk@bomsa.org.uk

THE BOMSA NATIONAL COMMITTEE

National Committee 2022-2023

Role	Committee Member	University/Deanery
Honorary Chair	Mr Neil Kang	Consultant T&O Surgeon, Cambridge. BOA Medical Student Engagement Lead
President	Dr Shiv Kolhe	FY1, Northern Deanery
Vice-President	Dr Naadir Nazar	FY1, South Thames Deanery
Treasurer	Kelly De Stadler	Imperial College London
Secretary	Sophie Heppenstall	University of Bristol
Academic & Education Lead	Ramsha Ahmed	University of Sheffield
Mentorship & Diversity Lead	Dr Shreesh Sinha	FY1, North West Deanery
Workshop & Industry Lead	Michael Ogunjumi	Imperial College London
Regional Committees Lead	Vasavi Tadikamalla	University of Leicester
BOMSA Publicity Team	Sofia Breeze (Publicity Lead)	University of East Anglia
	Sophia Wakefield (Social Media Lead)	Cardiff University
	Arjun Vyas (Webmaster)	Newcastle University

Joining the National Committee

Applications to join the National Committee open each year between late July – early September. Any local / regional representatives are eligible to apply.

Roles & Responsibilities:

- Outline the forward view of the organisation.
- Sit on the BOTA and BOA committees to represent BOMSA.
- Disseminate the aims and objectives of BOMSA, BOTA and the BOA to our committee members.
- Keep all regions accountable for delivering their minimum number of events.
- Champion diversity, inclusivity, and equity by embedding these values in the organisation.
- Develop relationships with orthopaedic industry.
- Oversee all revenue streams and expenses of the organisation.
- Oversee communications from all regions.
- Organise and deliver national events, collaborations, and initiatives.
- Write, publish, and present an annual BOMSA report

National Events and Opportunities

BOMSA aims to organise and deliver several national events over the course of the academic year in addition to any BOMSA regional initiatives organised by the respective regional committees. These events (i.e. national conferences and workshops) may be organised by the BOMSA national committee as either stand-alone events and/or in affiliation and collaboration with the BOA and BOTA, and other external national organisations.

We advise all BOMSA representatives to keep a close eye out for any national events occurring by checking relevant BOMSA, BOTA and BOA social media pages, and regularly monitoring their emails. Regional leads and their respective committees are encouraged to advertise national events run by BOMSA and our affiliated parent organisations, BOA and BOTA.

Attending national events and conferences is a great opportunity to network with the current BOMSA, BOTA and BOA national committees, especially if you're considering applying for a national committee role next year!

Examples:

- *BOA/BOMSA Medical Student Day (BOA Congress)*
- *BOMSA Pre-Congress Course (BOTA Educational Congress)*
- *BOTA Medical Student Elective Prizes and Bursaries*
- *BOA Medical Student Essay Prize*
- *BOMSA-BHS Future Hip Surgeons Stream*
- *BOMSA-ORUK Collaboration & Initiatives*
- *LetsTalkBOMSA Educational series*
- *National Research Initiatives and Collaborative Research Opportunities*
- *BOA/BOMSA-led Networking and Mentorship Schemes*

BOMSA RECRUITMENT:

HOW TO GET INVOLVED?

Preliminary Timeline:

Timeline		Supplementary Materials
Late July - September	BOMSA National Committee Elections	BOMSA National Committee Application Forms
September (BOA Congress)	BOMSA National Committee Announced	-
September – October	BOMSA Local & Regional Representative Elections	BOMSA Local & Regional Lead Application Forms
November (BOTA Congress)	BOMSA Local and Regional Positions Announced	-
December	BOMSA UK Regional Forum 1 (Regional & Local Rep Induction Event)	-
April	BOMSA UK Regional Forum 2 (Regional & Local Rep Progress Meeting)	-
July	BOMSA UK Regional Forum 3 (Regional & Local Progress Meeting & Regional Report Submission)	-

Eligibility:

BOMSA Local Representatives:

- We recruit **up to TWO** local representatives from each medical school
- **Applications are open to ALL medical students across the UK**, however medical students applying who are existing committee members of local T&O and surgical societies are likely to be scored higher.
- If no T&O or surgical society committee member wishes to undertake a BOMSA representative role, or we deem that none of the applicants are suitable for the role, we will advertise the role through social media channels.
- All BOMSA local representatives in a single region will form the BOMSA regional committee.

BOMSA Regional Leads:

- To apply for a BOMSA Regional Lead position – you must nominate yourself for the role at the time of initial application. Each application will be screened and anonymised for blinded scoring by the BOMSA National Committee.
- If you are unsuccessful in your application for Regional Lead you will still be considered for the Local Representative role at your medical school.

- BOMSA Regional Leads will hold office from November - November and will be held accountable for organising and overseeing all BOMSA and T&O activity within their region.
- BOMSA Regional Leads will be required to submit an annual written report on any locally affiliated and BOMSA regional activities held in each of their regions and will be expected to liaise with the BOMSA Regional Committees Lead on the national committee for guidance and support.

Annual General Meeting (AGM)

Towards the end of each academic year, all BOMSA representatives will be invited to reflect on the year and feedback. We strongly encourage all representatives to attend this event so that we can strengthen BOMSA for the future.

Term Agreement

Both local and regional representatives will be recruited in the first term of the academic year (September - November each year). Successful candidates will be expected to commit to a minimum one-year term of service to BOMSA to be recognised for their contribution to the society. After their term has ended, committee members will be offered the opportunity to apply to national roles in the future and will be invited to an alumni group, for the opportunity to be involved in the planning, organisation and/or execution of future events.

Incentivisation

BOMSA aims to nurture the future leaders in T&O surgery by providing several opportunities for personal and professional development. We aim to excite and inspire those who will go on to influence T&O training, education, and research through future roles on BOTA and BOA. An important aspect of BOMSAs short and long-term success will be by incentivising our committee members.

To this regard, BOMSA will provide all committee members with:

- Official certification recognised by both the BOA and BOTA – on receipt of a regional or national report respectively according to their role.
- Unparalleled opportunities to develop and scale orthopaedic initiatives over their region +/- the nation (e.g. research projects or educational opportunities)
- Invitation to exclusive events +/- workshops
- Plenty opportunities for CV building and professional development
- Leadership and management skills through regional and national committee roles

BOMSA Membership and Sponsorship

A fundamental pillar of the BOMSA vision is to make this endeavour sustainable. Sustainability requires money. BOMSA aims to receive funding through both industry- and non-industry dependent means. All income is used in a not-for-profit manner, to strengthen the BOMSA network and to ensure stability for the long term.

BOMSA aims for revenue to be spent on:

- National and regional initiatives (via an open application system)
- Branding and marketing materials
- Committee budgets and travel expenses when appropriate
- National bursary, grant schemes, essay competitions and prizes
- Operation overheads and expenses

i. Membership

BOMSA are working closely with the BOA and BOTA to create an official BOMSA membership option. Currently if you are a BOA medical student member, this will grant you membership of BOTA and BOMSA.

We will be introducing a small fee for standalone annual BOMSA membership for medical students, separate / in addition to the current BOA medical student membership option. This will be useful for our own records and to reflect the quality and quantity of work we do as an organisation. Details of exactly what BOMSA membership will offer and pricing will be announced during the academic year 2022/23.

ii. Industry support:

BOMSA is in a unique position to negotiate sponsorship and collaborate with industry. BOMSA aims to make it easier for every region to gain local industry support and workshop materials through regional industry representatives.

Every year in December, BOMSA opens an application window for BOMSA Regional Leads to put forward their committees' proposals for events involving orthopaedic workshops/industry. Successful applicants will gain local/regional support with organising and delivering their desired events. Keep an eye out on our official communications for when this window opens.

LOCAL REPRESENTATIVES

Role of the Local Representative

BOMSA recruits TWO local representatives from every medical school across the United Kingdom and Northern Ireland to represent their local institution in the BOMSA network for a one-year period.

All local representatives form regional committees with neighbouring institutions. Collaboration in this manner ensures that no institution is left out and has equal access to T&O events and initiatives in their region – unlike the case previously with medical schools with small / inactive surgical and/or orthopaedic societies.

Why collaborate?

Collaborating with other institutions in your region allows medical school societies to unlock more power from their events. Collaboration reduces the work-load for each medical school and makes it easier to plan, organise and run events – whether they be individually hosted, or executed alongside other institutions in your region.

A single T&O society in a university with 250 students per year may expect to attract approx. 30-50 students to an orthopaedic related event. However, in collaboration with other medical schools, such events could attract 3-5x this number of students.

Ultimately, collaboration makes it easier to:

- Attract more prominent speakers
- Reduced the workload for individual members
- Increases event advertisement with minimal effort
- Enhance turnout to your events
- Unlocks contacts and opportunities outside your home institution
- Provide opportunity to improve the regional T&O network – a win for trainees, consultants and medical students.

NOTE: Please note that BOMSA does not intend to dissuade anyone from running their own events. BOMSA aims to help individual societies to function more powerfully without increasing workload.

Eligibility

- Applications for BOMSA local representative open to all medical students at the start of the academic year (September – November) with preference being given to any current / past surgical and T&O society committee members
- Those with a keen interest in orthopaedics that wish to make the most of their year and scale initiatives regionally.
- Those who wish to enhance their respective student community's engagement in orthopaedic related activities.

NOTE: If no one on a committee takes up this role, then both representatives can be recruited through other means.

What we require of you?

- Help coordinate and run fresher's fair stalls and talks to engage medical students at your university with BOMSA, BOTA and BOA
- To join your regional committee and attend meetings chaired led by the BOMSA Regional Lead for one full year.
- Collaborate with universities for advertisement +/- joint ventures
- Look to pitch ideas for scaling local initiatives to a regional level at the discretion of the BOMSA Regional Lead in your region.
- To help us disseminate surveys and opportunities from the national levels of BOMSA/BOA/BOTA

What is in it for you?

The opportunity to...

- Gain formal recognition of your role for personal portfolios and CV building
- Nominate yourself in your region for the role of Regional Lead which will be formally recognised by BOMSA, BOTA and the BOA.
- Scale your own ideas and initiatives over your region – through our affiliation scheme.
- Progress to regional and national BOMSA committees in subsequent years
- Network with likeminded individuals, students, trainees, and consultants across the entire UK
- Be invited to meetings, conferences and collaborative initiatives arranged by the national BOMSA committee and affiliated organisation.
- To increase exposure to orthopaedics at your institution.
- Gain pastoral, logistical, and financial support for your orthopaedic events.

Some caveats to consider:

As with anything in life, there are both positives and negatives to collaboration that we want to be transparent about. On balance, BOMSA aims to be highly valuable for all members. We'd like to raise the following points:

- **We will not dissuade you from running your own conferences**, even if not in collaboration with anyone else or alongside other orthopaedic-related specialties. In fact, competition like this helps to promote more diverse conferences across the UK so that repetition is avoided. This gives rise to more events and greater exposure to those interested in orthopaedics overall.
- **Please consider the impact you will have on other regions. Although we strongly encourage you to advertise regionally and nationally, we encourage you to only recruit speakers, helpers, presenters, consultants, and mentors from your local region alone.** This will enable each region to make the most of their own local talent, rather than taking the opportunity from them. This will help showcase local orthopaedic excellence and aid the retention of local enthusiastic medical students who wish to pursue orthopaedics in the region.
- For the reasons above, educational webinar series should be considered carefully. At the time of writing, educational activities are highly rewarded for portfolio points at a regional level and do not require national escalation. Although national events can have greater power, please do consider your colleagues. If everyone is running similar national events across the country, then those held later in the year may find it harder to gain interest. There are plenty of opportunities on a regional level to gain maximal portfolio points, and provide benefit and greater impact on a local and regional level.

REGIONAL LEADS

Role of the Regional Lead

Being a Regional Lead is an excellent leadership and management opportunity, designed to greatly support your personal and professional development. Regional Leads are responsible for overseeing all BOMSA affiliated and T&O activities of the institutions that make up their region.

BOMSA seeks highly driven future leaders who wish to develop their skillset in leadership and management. A single regional representative is recruited through an application process overseen by the executive national committee. The successful candidate acts as the face of their BOMSA region and directly liaises with the BOMSA National Committee. This role offers unparalleled opportunities to enhance orthopaedic exposure to your region, whilst giving you the chance to join and climb the national committee in the future.

Eligibility

- Those with a keen interest in orthopaedics that wish to make the most of their year and scale initiatives regionally.
- Those who wish to enhance their respective student community's engagement in orthopaedic related activities.
- To apply for a BOMSA Regional Lead position – you must nominate yourself for the role at the time of initial application (September – November). Each application will be screened and anonymised for blinded scoring by the BOMSA Executive Committee. Preference will be given to any current / past surgical and T&O society committee members AND previous BOMSA local representatives.
- BOMSA Regional Leads will hold office from November - November and will be held accountable for organising and overseeing all BOMSA and T&O activity within their region.
- BOMSA Regional Leads will be required to submit an annual written report on any locally affiliated and BOMSA regional activities held in each of their regions and will be expected to liaise with the BOMSA Regional Committees Lead on the national committee for guidance and support.
- If you are unsuccessful in your application for Regional Lead you will still be considered for the Local Representative role at your medical school.

What do we require of you?

- Lead your region in overseeing and disseminating the aims of BOMSA, BOTA and the BOA to your respective region.
- Working with the BOMSA Regional Committees Lead to inform BOMSA of your region's activities – updating the BOMSA Regional Committees Lead and Publicity Team every month of planned events and initiatives in your region.
- Actively engaging and motivating your local representatives to enhance exposure to orthopaedics in your region.
- Accountability and determination in delivering a minimum number of events to your region – this will be a minimum of two events (of which we recommend that one be a regional workshop)
- Excellent time management, communication, and organisation to help BOMSA thrive in your region.
- Delegate roles within your committee (when appropriate) to ensure timely delivery of BOMSA regional initiatives.

- Apply for funding and sponsorship for BOMSA regional initiatives through local institutions which make up your committee, and/or local sponsors, with the opportunity to apply directly to BOMSA, BOTA and/or BOA for small event grants.

It is important to note, we do not stop you running your own events or conferences. The BOMSA network encourages collaboration, advertisement opportunities and higher impact events. We do not seek to increase workload or stifle independence. Furthermore, the purpose of BOMSA is to create greater collaboration between universities in the form of regions to increase impact.

Minimum requirements:

To receive formal recognition of your BOMSA Regional Lead role we will require:

1. A biannual presentation (delivered at the regional forum) AND an annual written report of your time as the BOMSA Regional Lead, reflecting on your region's impact achieved through initiatives you have led alongside your committee during the year.
2. You must meet the minimum number of events for the year (outlined below)
3. Collect analytics (number of attendees, university, year of study, membership status) of all BOMSA Regional Events/Initiatives – this is to be compiled into your annual report at the end of your year.
4. Arrange a complete handover to the next committee. This will include:
 - a. Advertising to and finding potential local representative candidates from each medical school for the subsequent academic year, to apply for a BOMSA local representative role
 - b. Handover of all social media accounts, email, passwords, analytics, feedback and information on recurring events/conferences (where applicable) – to ensure sustainability of regional initiatives.
5. Organise certificates for your regional committee members (BOMSA will provide a template with signatures)

Minimum required events:

BOMSA aims to encourage each region to deliver a minimum number of regional initiatives, to fulfil the aim of enhancing orthopaedic exposure to every corner of the UK.

Whilst we encourage regions to be as active as desired, we also appreciate the time constraints that medical students endure. We appreciate that medical students juggle society positions altruistically alongside their academic requirements, socials and extra-curricular engagements. BOMSA aims to leverage a workforce of aspiring orthopods, to make it easier for events to be planned and delivered together.

A key cornerstone of BOMSA is that the society **must be active**. Inactive societies lose interest from their medical school communities. Those that run only one or two events a year often fail to attract a good turn out and fail to stimulate the personal and professional development of their committee.

A fundamental attribute of any local representative is to be proactive in bringing events to their region. We expect medical institutions to have free reign in delivering as many or as little events as they like, whether they are in collaboration with other medical schools, or lone ventures.

BOMSA aims to find the balance between encouraging a minimum number of collaborative events whilst avoiding committee members from feeling overworked.

Therefore, **as well as** advertising all orthopaedic-related (and BOMSA-affiliated) events at each medical school in a particular region **BOMSA recommends a minimum of 1-2 regional initiatives led by the BOMSA regional committee / lead during the year.**

What's in it for you?

- Exclusive invitation to the BOMSA UK Regional Forum
- Formal recognition of your leadership and management role by BOMSA, BOTA and BOA
- Pastoral and logistical support by the BOMSA National Committee
- Greater opportunities to influence exposure to orthopaedics in your region
- Personal and professional development as a leader in a fast-growing initiative that is fully supported by the BOA and BOTA
- A platform and clear progression to join the national committee in the future

BOMSA Affiliation for Local Events

- **Regional committees alongside their regional lead will decide which events locally are to be affiliated with their BOMSA region.**
- Any local events organised that are deemed suitable to be affiliated with BOMSA will have **BOMSA Regional Logos** on event posters and certificates.
- Promotion will be on **Regional BOMSA Social Media accounts only.**
- To standardize the quality of BOMSA affiliated events across the country, these criteria should be met:
 - o Related to Trauma and Orthopaedics
 - o Aimed at medical students
 - o As far as possible open to the entire region
 - o Local rep involvement
- Where possible, university events should be scaled up to BOMSA Regional Events to involve input from the regional committee and reach a much wider (regional) audience.
- Please fill in this form in order to receive approval for official BOMSA affiliation: **TBC**
- **If the above form is filled +/- the publicity team is informed, then your event will be included in the monthly newsletter alongside a monthly Instagram reel post**
- Please keep an eye out for an information sheet that will be circulated that will further detail the criteria to be met for BOMSA, BOTA and BOA affiliation.

Grants for Regional BOMSA Initiatives

- There will be limited funding available for BOMSA regions to host regional initiatives only (which includes the minimum event requirement for BOMSA regional leads)
- Each region can apply for funding via an Event Proposal Form available on the BOMSA UK website.
- As funds are limited, please only request BOA / BOTA / BOMSA sponsorship if you haven't been able to obtain funds from university societies (as all local reps are part of their local T&O or surgical society committee, local funding should be available to you).
- This allows regions who aren't supported by university funds or local sponsors (BMA/MDU/Wesleyan) to still be able to run BOMSA events they want without monetary constraints and falls in line with the aims of BOMSA to provide equal opportunities for T&O exposure and access to events no matter which university you attend.

COMMUNICATION AND MEETINGS

Working better together

Effective communication is a key skill that all local and regional reps will need to develop to work collaboratively. This section outlines some advice on working together.

Modes of Communication

- We have always found that WhatsApp is particularly useful for liaising with committees
- Instagram is the most used by students, and event reminders are useful on this platform.
- Facebook groups are particularly useful for forming event pages and gauging the number of potential attendees.
- Microsoft Teams/Zoom has revolutionised committee collaboration. Most students have plans supplied by their university and should be used for all meetings (unless one chooses to meet in person).
- Regions may choose to assign tasks through team-building apps such as Slack, Notion, Asana or Monday. However, we have found that unless these apps are used frequently, they are seldom checked regularly by all committee members.

Housekeeping:

- **Ensure every BOMSA meeting has minutes, have the majority of members present (>50%) and is organised with ample time to allow for adequate preparation.**
- **Minutes should always be uploaded to a folder (e.g. BOMSA_[region] gmail account) and should be used to hold other committee members accountable to their actions.**
- Regional Leads should contact the BOMSA Regional Committees Lead every two weeks to inform them of regional progress
 - All local representatives should consider that when they correspond with anyone, they are representing BOMSA, and by extension, the BOA and BOTA. Professionalism must be upheld at all times.
 - Where appropriate, official BOMSA gmail accounts should be used to correspond with students and event attendees.
- Regions should meet regularly but frequency is determined by each region. We'd suggest once a month as well as an open WhatsApp chat.

As part of our BOMSA vision, we do not want to restrict or limit what you and your society can do. We simply want to increase engagement and reach of events. Here are a few suggestions to consider if your university society is planning an event:

- Is this event specific to my university (due to poor proximity to other universities), is the content specific to my university's exams or structure?
 - If yes, then continue planning and good luck with the event!
 - If no, then move to the next question.
- Is this event specific to a group of students that is commonly found in every university (e.g. final years)?
 - If yes, speak to your regional lead to discuss if the region would be interested in collaborating on this event?
 - If no, then continue planning your event!
- Has this event been done well by another university in the past that is in my region?

- If yes or no, contact your regional lead to create a cross-regional event.

Do not be afraid to simply message your regional lead as they are there to support every university in their region, and can access the other regional leads very easily!

Chain of Communication:

All medical students at your university →

→ **BOMSA Local Reps**

→ **BOMSA Regional Leads / This Document**

→ **BOMSA National Committee (Regional Committees Lead (Vasavi) ...)**

We have created WhatsApp group chats for each region, for regional leads to communicate with our BOMSA Regional Committees Lead (Vasavi)

A NEW BOMSA UK Announcement Group has been created which will be used to communicate important updates and reminders to ALL BOMSA representatives at once.

SOCIAL MEDIA & PUBLICITY GUIDANCE

Branding

Social media is one of our most powerful tools to enhance orthopaedic exposure on a national scale. BOMSA encourages all regions to have an active social media presence. At present, the most useful platforms are Instagram and Facebook,

The goal is to create and maintain an interactive, engaging Instagram/Facebook page and community that encourages students, trainees and consultants to express and share their passion for orthopaedics.

We have created @BOMSA_UK as the Instagram page, and each region will create their own, e.g. BOMSA_scotland, BOMSA_london, BOMSA_east, etc. Sharing BOMSA_uk's posts are encouraged!

Branding guidelines for appropriate social media usage are under development and will be made available to all. The colours we have chosen reflect our passion, integrity and style. Standardisation of colours across all forms of media is imperative. Until then, each region is to adhere to the basic formatting of their posts:

- Use of BOMSA logo is allowed on posts (we encourage the use your regional logo for clarity)
- Font to be used is Helvetica, Verdana or Arial
- Font must be clearly legible
- Use of the following three colours (+/- black and white) is recommended:
 - Dark blue, light blue and gold.
- All logos and colour schemes are available on our Canva Teams account.

Some pointers:

- Social media pages gain followers when you release valuable, high quality and **consistent** content
- Social media is a heavy undertaking and should **NOT** be taken on by a single person without experience.
- We encourage regions to develop a sub-team to help with social media. For example, a small group could bounce around ideas for social media content that can be repurposed in Instagram or Facebook posts.
- To keep the BOMSA brand recognisable and powerful, all social media posts should follow a similar branding guideline. Fonts, logos, and colours (hex codes) should be followed to maintain standardisation.
- Websites like Canva are useful for creating social media posts with ease, whereas familiarity with photoshop can be invaluable.
- As with any new skill, take the time to research/YouTube ways to create engaging images and content
- Remember that social media platforms reward highly visual and engaging content – avoid long passages of text and try to focus on short, simple, captivating text and images. Remember – on Instagram you're trying to capture the limited attention of users – less is more.
- The more you grow your social media following, the easier you'll find selling your event tickets and attracting attendees.

Do's	Don't's
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Post regularly – ideally once a week Repurpose as much content as you can e.g. any photos from previous events, banners, programme, speaker profiles	The platform is NOT to be used to advertise the events of non-orthopaedic societies
Post a range of content e.g. educational quizzes, motivational stories, ‘meet-the-committee’ posts, feedback from event attendees	You should NEVER post or advertise any third-party businesses or industry without the consent of the BOMSA national committee
Consider the perspective of your target audience when you create content and posts – is the content engaging and informative?	Do not underestimate the importance of aesthetically pleasing posts
Try your best to be as responsive to messages as possible. Aim to reply in less than 24 hours max.	Leave the social media role to a single person without experience.

Free BOMSA Canva Pro:

We are pleased to announce each region will have full access to our BOMSA Canva Pro Teams Account to ensure branding consistency between all BOMSA posts – colours, logos etc.

Regional social media accounts to be used for promoting BOMSA Regional events, BOMSA affiliated events, National BOMSA events.

BOMSA newsletter published at the start of every month. Upcoming regional events to be promoted through this – please send details of upcoming events by the end of the previous month to be featured in the next newsletter.

Monthly posts on the BOMSA National Instagram page – upcoming regional events for the month.

BOMSA EVENT IDEAS

Some inspiration for individual or collaborative events.

1. Talks:

- **Lectures/Forums:** If you know someone that has done some interesting research, invite them to present their work with a presentation! If you can get enough people together, make a day of it and create a forum with a series of talks. Open up to the floor for questions to the panel of presenters and encourage lively discussion!
- **Interview/Q&As:** Students love to hear from surgeons working in the field! Give them the opportunity to get the truth about T&O from a real surgeon with the opportunity to ask questions at the end. Remember to invite surgeons from a diverse range of backgrounds and different stages of training to give a wide range of experiences in T&O. If you're concerned about people being shy and not asking questions, prepare some questions of your own – someone will be glad you asked!
- **Elective presentations:** Give students who have been somewhere/done something interesting on their elective placement the opportunity to present their trip to other students. You might just inspire someone who's not sure what to do!
- **Webinars:** Consider delivering talks on virtual platforms like Zoom. Anyone can participate with the viewing link and attendees may find them more convenient to tune into around their schedules. Revision of orthopaedic topics can be a particularly popular option!

2. Networking Days:

- Putting students in touch with surgeons in a casual and laidback setting can be useful for medical students interested in T&O. It can allow them to find mentors, get involved in research, or just gain useful contacts if they have any questions.

3. Portfolio Building:

- Helping students understand the path from medical student to surgical training can be invaluable. Lay out the different extracurricular activities they can be doing now to help build their application portfolio. Consider recruiting a surgical trainee who has recently been through the process to help or even give a short presentation about what they have done!

4. OSCE/PACES/MOSLER Practice:

- 5th and 6th year medical students are in a great position to help students in earlier stages of education with the daunting prospect of OSCEs. Revision of the basic principles of orthopaedic examination and hands-on practice will be greatly appreciated by all medical students!

5. Charity Events:

- Leverage your reach and manpower to raise some money for a good cause! If you're feeling sporty, have a sponsored run/cycle/row. Old classics like bake sales, raffles and quiz nights are firm favourites too.

6. Competitions:

- Some friendly competitive spirit and the promise of prizes can help get people interested and thinking about T&O! Anatomy quizzes, surgical skills competitions and essay/article prizes are solid ways to get people involved. Consider recruiting senior surgeons in your area to act as adjudicators and judges.

7. Workshops:

- Workshops give people the chance to experience hands-on learning, which is often very popular with students interested in surgical fields. Practicing basic surgical skills like suturing and knot-tying will be popular with many medical students. More niche and T&O-specific workshops showcasing the use of specialist equipment like drills, screws, plates, bone cement, ex-fix equipment etc. can help encourage interest in T&O specifically. BOMSA UK can provide a workshop template – contact our Workshop & Industry Lead.

8. Conferences:

- Conferences are a great way to cover a wide range of topics in a variety of different ways, all in one day! A mixture of talks, presentations and workshops throughout the day can keep attendees interested and engaged. Consider basing the conference around concepts or themes such as innovation or a question that will be discussed through the day
- It'll be worth research to see whether similar events are being held by other institutions/regions, so you do not overlap on content or speakers.
- BOMSA Regional Conferences have been successful in the past with all local reps involved in planning and delivery. With an entire conference focused on T+O with local and regional faculty and delegates will increase T&O exposure and engagement in your region and is achievable for every regional committee

Other previous successful event ideas:

- Mentorship schemes
- Teaching series (regional)
- Women in T+O series
- Essay competitions

HOW TO SUCCESSFULLY LAUNCH AN EVENT

Guide to boosting event attendance

A successful event is organised well in advance. The key to attracting as large an audience as possible is through intrigue and repetitive exposure on social media and through word of mouth.

You should consider all aspects of the event, from marketing, to event logistics, to room booking procedures. So with this in mind, here is a general timeline guide:

- An idea for an event is raised at a meeting or on a group chat or ad-hoc discussion
- Another meeting purely to discuss the proposed event with the following questions:
 - Who is the target audience?
 - How do we reach this target audience?
 - What do we want the audience to gain from this event? (*education, tips, information etc*)
 - What is the unique selling point of this event? (*how it differs from other events that are similar*)
 - Who will best provide this? (*doctors, older students, professors etc*)
 - How should we contact these key people and what do we do if specific people are unavailable?
 - What will they receive in return? (*certificates?*)
 - How do we keep a record of who has been contacted and when? (*to allow easy follow up*)
 - When should the event happen? (*before exams or related to another deadline like UKFPO applications*)
 - Where is the event going to happen? (*in person, online*)
 - What needs to be done to secure the event location and by when?
 - Are there funds to use towards this event? If so, how will they be used effectively to increase appeal of the event or to improve the experience for attendees greatly?
 - What are the estimated expenses, and will there be an income? If so, how much and where are all these expenses tracked?
 - Where do we want to advertise the event? (*which platforms will be used - Instagram, Facebook/Meta, Twitter, LinkedIn etc.*)
 - How do we want to advertise the event? (*simple posts, interactive questions on stories, promo videos etc*)
 - Who can we ask to increase promotion of our event?
 - When should we start advertising and what is the timeline for each advertisement?
 - Who will be assigned which task and how will updates on progress/issues be raised or monitored?
- During discussion, detailed minutes are made with a 'to do list' created and named members assigned for each task with a specific deadline
- Communication from all members is open and continuous to highlight issues or concerns
- All tasks are completed to a high standard and on time = GREAT EVE

This is not a specific guide but just a rough template of how a successful event is launched. The key points within the timeline that will determine the success of the event are as follows but again is not exhaustive:

- Organise a social media timeline ensuring that advertising starts at least a few weeks to a month before the event
 - It should be detailed enough to include:
 - The content of each post
 - Which platform for each post?
 - Deadlines for completion of the post creation (Canva is great for making posters and has Instagram story and post and Facebook event templates etc.)
 - When the post is to be made public
 - Who is creating and uploading each post?
 - Frequency of reposting
- Have a detailed list of each task required to make the event successful with assigned members and deadlines
- A member may be assigned the role of purely checking in on all these deadlines and progress to easily spot any potential issues and fix them early!
- When members have completed a task they can then offer up assistance

N.B. Where appropriate, it is invaluable to pitch the event as being oversubscribed. Whether there be a limited time to get tickets, or a limited number of spaces, its these pressures that will get your attendees to act and secure their spot ASAP. We recommend using social media to advertise interest in the event and release when a certain number of students have expressed interest/purchased tickets/have sold out early-birds etc.

Post-Event:

There are three essential aspects to finalising your event after it has taken place.

1. Collecting feedback

Be sure to capture attendee demographics and contact details so you can measure who attended your events. Google forms allow you to easily create feedback forms and can be duplicated easily for future events. You could provide a link or a QR code (e.g. using free QR code generators on google). Be sure to capture their thoughts on the scale of 1-5 for enjoyment, relevance and ideas on how events could be improved. If anyone is teaching or speaking, be sure to send the collated data to them for their own portfolios. Remember, ultimately it will serve you well to be able to summarise data on all events delivered through your region. This summary data can be used in all of your portfolios to prove your contribution later.

2. Certificates

Providing certificates to attendees is a sure-fire way of enticing people to attend your conference. You can collect names from the feedback forms above and release the certificates after successful completion of the feedback forms as an incentive. It is vital to release certificates as soon as possible. We will provide BOMSA templates for certificates to make it easier for you, or you can create your own if you prefer.

3. Reflection

Lastly, your events can only be improved if you feedback on how they went. Debriefing immediately after any event is ideal, whilst it is fresh in your minds. We'd recommend discussing the following:

- How well did the event flow?
- Was the turn out as expected?
- How could you have enticed more people?
- What was the feedback?
- Have you fed the feedback to the speaker/presenter/workshop lead?
- Could the marketing for similar events be improved in the future?

HOW TO RUN A WORKSHOP

Delivering an engaging hands-on workshop

Like any successful event, a hands-on workshop needs to be well organised with sufficient time to give to every aspect of that event in detail. See the previous sections for advice on launching the events

Contacting industry:

BOMSA UK will facilitate you in acquiring industry support for your events by providing all BOMSA Regional Leads with industry contacts in their respective region.

Each year (approx. December), BOMSA opens an application window for regions to put forward their plans for events involving orthopaedic workshops/industry. Successful applicants will gain support with organising and delivering their desired events.

Keep an eye out on our official communications for when this window opens.

Some pointers on workshops:

- Smaller workshops are better with < 5-8 students per workstation
- You can generate revenue by charging for tickets – e.g. £5 per ticket
- You may not be able to acquire enough resources for large events without support from BOMSA UK
- We will try our best to help you with industry coverage, but ultimately, we do not hold responsibility with successfully persuading industry to cover your events or for any unforeseen circumstances in running said workshops.
- It costs orthopaedic industry a fair amount in resources and personnel to attend events.
- Professionalism when liaising with industry **MUST** be upheld at all costs.
- Events are much more likely to be accepted if run as a collaboration/ region rather than a single institution.
- You are unlikely to have the exact choice of the workshop you intend to run, but proposals will be considered.
- Reps know their kit but theory and clinical principles should be taught by orthopaedic surgeons i.e trainee surgeons or consultants
- You will need to be flexible on your dates
- You will need to book the room space and have support by your Student Union for insurance purposes.
- You should have a small team available to help receive and transport the workshop equipment to the desired venue and help to dismantle said equipment after your event, as specified by the representatives.

HOW TO RUN A CONFERENCE

Planning and delivering a regional conference

Running a collaborative conference utilises all the skills of running a successful event and workshop that are all outlined above. To avoid repetition of these concepts, instead we have outlined a checklist of jobs that need to be carried out in order to deliver a successful conference.

This list is not exhaustive and there may be other pertinent tasks that you may need to add to it that apply to you and your region, equally some of the jobs below may not apply to your situation. We've tried to keep these lists in a chronological order with the most pressing jobs at the start that need to be completed early to ensure a smooth process.

Establishing the idea for the conference:

- Deciding who is leading the conference i.e. the regional lead or someone within the regional committee.
- Is the conference a collaboration of the whole region e.g. BOMSA Scotland conference or between institutions within the region e.g. St Andrews and Dundee.
- Communicate with the regional co-ordinator of the national committee of BOMSA and the other institutions the proposed time of the year for this conference. (you want to avoid major clashes as this will cause a decrease in turn out).
- Reach out to consultant colleagues/mentors who can help you with the conference - these figures will be key later on for inviting speakers and reaching out to industry sponsors.
- Create a large banner or standing posters for the conference. The digital image for this can be used as the banner for the Facebook Event/Instagram that can be at the forefront of your marketing.

The process of organising the conference:

- Book the space - this can usually be done through the local university T&O society or surgical society for free.
- Decide on a potential theme for a conference. Many undergraduate orthopaedic conferences already exist. What is going to make yours stand out and draw people in?
- Decide the price of the tickets.
- Contact your SU to set an early date for ticket release. You may want to consider the idea of having early birds vs standard tickets or even speaking to the BOMSA national committee about a discount for BOA/BOTA/BOMSA members.
- Create a social media campaign at local institutions and on the regional hub for ticket releases. (Countdowns are usually very effective!).

- Meet with your committee regularly to update each other on progress, assign roles and jobs, to deliberate on who you're inviting as speakers, the format and timetable for the day, number of posters and presentations etc.
- Create a google collection form for abstract submissions - BOMSA UK has plenty of templates for this that you can have access to and repurpose to your needs. Decide who is going to sort the abstracts and decide which ones are accepted for the conference. This should be done by the consultants - make sure you give them an adequate amount of time to assess the abstracts e.g. ≈2-3 weeks plus factor in ≈1-2 weeks for your delegates to prepare themselves for the conference. This will decide what date you close your abstract submission. Ideally you want to have the abstract submission open for at least a month before you close it to gain a healthy number of submissions.
- Create a social media campaign at local institutions and on the regional hub for abstract submissions. (Countdowns are usually very effective!).
- Invite speakers to your conference. Utilise your consultant colleagues to give you warm handshakes or cc them in with their permission into invitational emails.
- Decide how many workshops you want present at your conference and how they will fit into your planned day. Think about how you're going to split up your delegates on the day of the conference into different workshop groups - we've found that different colour stickers on the day work very well.
- Contact and invite industry with your oversight consultant. See how to organise a workshop above and speak to the industry and workshop lead from BOMSA UK if you need further assistance.
- Contact and invite registrars to help you with workshops at the event. As a rough guide, having 1 registrar per 8-10 students is a good number to aim for.
- Order any standing posters/ large banners you may want to put up before the conference or on the day.
- Book catering for the event/ look into options - this can often be paid for closer to the event once you have money in the bank from ticket sales and a better idea of the number of attendees. Remember to consider catering for the speakers, registrar workshop helpers and industry.
- Create a booklet for the conference. Consider any other handouts you may want to give your delegates (a bottle of water is always a good idea at the very least!). BOMSA lanyards, pens, ?tote bags.
- Book teas and coffees for your conference - SUs typically have industrial kettles for these events.
- Create an introductory powerpoint going over health and safety, the plan for the day and your best jokes to deliver first thing in the morning of your event.
- Buy gifts for your speakers e.g. a bottle of nice wine/champagne/flowers/posh chocolates.
- Print off mark schemes for the posters and presentations that the consultants will use on the day for marking.
- Print of and construct the delegate and speaker badges. Believe it or not, cutting the name cards, putting them in their sleeves and attaching to a lanyard can take hours of your time depending on the number of attendees.
- Print off a register of attendees for the day to help keep track of numbers.
- Buy prizes for top podium and poster presentations.

- Meet with your committee for a final debrief before the day of the conference.

On the day of the conference:

- Get there early! At least 1.5 hours before the start, trust us, it can get very hectic very early and there are always delegates who turn up 45 mins early that you'll feel like you'll have to entertain somehow.
- Set up your table with delegate badges in alphabetical order so delegates spend as little time crowding around your entrance as possible and can go take a seat in the lecture hall.
- Provide delegates with teas, coffees and light refreshments.
- Introduce the conference and do your best to make the attendees who are still half asleep laugh.
- There should be a schedule of committee rotating to look after the entrance table for any delegates who come late - usually by lunchtime this is no longer required. 1 person will be required to hold the post throughout the day though for when the speakers arrive.
- Enjoy the talks and workshops. Perhaps allocate 2-3 committee members to leave talks/workshops early to direct delegates and speakers to the right rooms/areas.
- Make sure the consultants mark the posters and presentations.
- Set up the drinks reception an hour before the conference finishes.
- Deliver the closing ceremony and award the prizes, invite everyone to the drinks reception for refreshments and networking.
- Tidy up once everything dies down.
- Give yourself a good pat on the back.

Post conference:

- Create the certificates for attendance (see more details in 'Launching an event' section), for top podium and poster presentations, for the speakers and the registrars who taught the workshops.
- Send certificates out ASAP, ideally within 2 weeks of the conference.
- You should try to collect feedback forms - BOMSA UK can provide a template.
- Share photos from the day on your regional social media hub, BOMSA UK can add them to the website too.