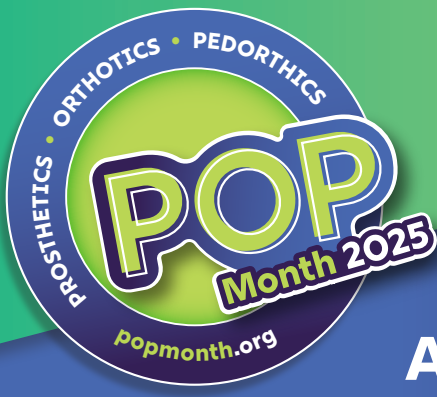


POP-IN TOOLKIT

A Guide for Hosting an Open House

March 2025



POP-IN TOOLKIT

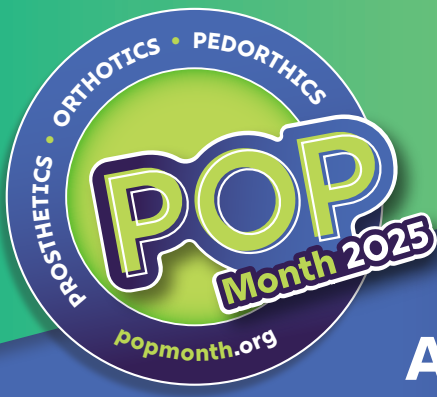
A Guide for Hosting an Open House

Consider holding a POP-In open house for students and community members to learn about POP professions. The event could include remarks from POP professionals and patients, a community Q&A, a tour and opportunities for one-on-one conversations and networking.

Here are resources to help you have a successful POP-In open house, including:

- Event Best Practices 2
- Sample Event Timeline 4
- Sample Event Invitation..... 6
- Sample Event Agenda 7
- Media 101 and Pitch Materials 8
- Sample Social Media Posts 13
- Videos 16
- Posters 17
- POP Month Release Form 18

Additional information can be found on [POPMonth.org](https://popmonth.org).



POP-IN TOOLKIT

A Guide for Hosting an Open House

Event Best Practices

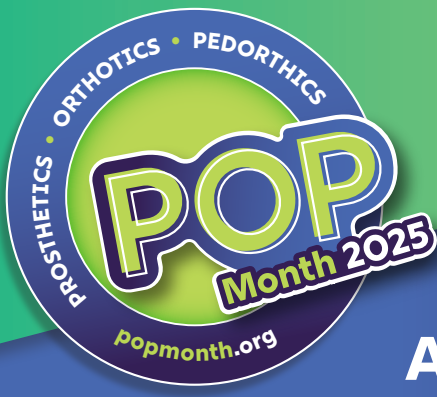
Estimated Planning Time: 10 hours

Preparing for the Event

- **Staffing** – Identify employees, volunteers, patients and professionals to participate. They should be familiar with talking points, FAQs and resources to share so they can have strong conversations with attendees.
- **Time of day and length** – To maximize attendance, consider hosting your open house after school and work hours. A 3 pm – 6 or 7 pm time frame is ideal. Especially for student clubs and activities, who typically meet after school, this could serve as a great opportunity for an “offsite” meeting.
- **Draft and send invitations** – Review your prospective email lists and other distribution lists to share an invite that details what the event is about, date and time and RSVP information. Consider using a Google Form to easily track RSVPs. Include a designated staff contact for questions.
- **Promote the open house** – Promote your event on your business’s website, social media, email newsletters, traditional mail, local newspapers or through partner organizations. Many local news websites accept events for their community calendar for little or no cost. Schools and affiliated STEM clubs, academic societies, etc. may also be interested in promoting the event to members at no cost.
- **Get permission** – Ask staff and attendees to sign [POP Month release forms](#), as well as any organization-specific forms or protocols. Be careful to exclude staff and attendees who prefer not to be photographed/videotaped from any materials shared with WhatIsPOP or the public recapping the open house. For attendees under 18, please send the form ahead of the event so parents and guardians can sign their permission.

Materials & Activities to Consider

- **POP videos** – Consider showing the [WhatIsPOP video](#) as part of your opening remarks or share some of the different [POP stories](#).
- **Banner** – Display an open house banner and/or decorations outside of your practice/clinic/site on the day of the event. If you have a budget for balloons or additional decorations to signal to a passerby, please do so at your discretion.



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A Guide for Hosting an Open House

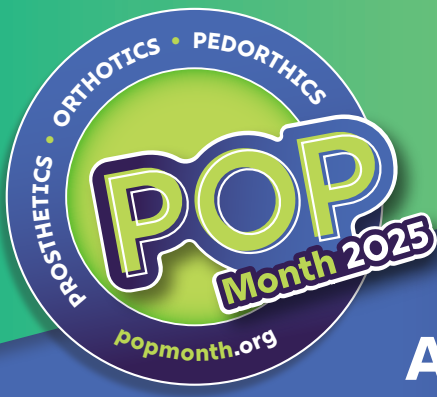
- **Giveaways** – If possible, have some items that attendees can take with them (pens, water bottles, knapsacks, notebooks, etc.) as a token of appreciation.
- **Business cards** – Hand out your business cards so attendees can follow up with your staff directly if they have additional questions or are interested in shadow opportunities.
- **FAQs and key messages** – Share ABC's WhatIsPOP [FAQs](#) and [key message](#) handouts with event volunteers, employees and staff, so they feel prepared to engage in conversation and equipped to share additional resources with attendees.
- **Activities** – Coordinate a few games, raffles or hands-on activities to help generate excitement and engagement among attendees.

During the Event

- **Capture interest** – Bring a sign-up sheet, computer or tablet to capture contact info for those interested in learning more about POP, exploring shadow opportunities, etc. This allows for easy follow-up after the event.

After the Event

- **Follow-up** – Follow-up with attendees after the open house by sending a thank you note to the attendees who RSVP'd and share links to resources, contact information and any relevant information specific to your clinic or site.
- **Amplify on social media** – Share the event's success on organizational social media pages. Don't forget to use #POPMonth2025 and tag ABC and WhatIsPOP.
- **Share your experience** – Send photos and reflections to WhatIsPOP using [this form](#). Share release forms with WhatIsPOP@MessagePartnersPR.com.



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A Guide for Hosting an Open House

Sample Event Timeline

This sample timeline should be adjusted to the specific nature of your event.

4-6 weeks before

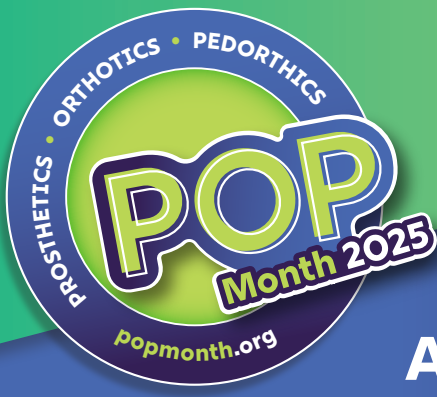
- Identify the day, time and areas of facility that will be part of the day
 - Place holds on facility space, if needed
- Identify target attendees and develop invitation
- Identify employees, volunteers, patients and providers to participate and select speakers, if applicable
- Identify and order needed materials such as tables, chairs, giveaways and decorations.

3 weeks before

- Begin staff and agenda/activity preparation
 - Distribute [FAQs](#) and [key messages](#) to help staff/volunteers prepare their remarks and feel prepared to converse with attendees
- Solidify event needs and logistics
 - Confirm technology needs (e.g., microphones, projector and screen for slide presentations or videos)
 - Develop a run-of-show or agenda for the event with times for activities, tours, Q&A's, networking, etc.
 - Conduct a dry-run event set up to identify the best layout for certain stations, tables and chairs, etc.
- Begin crowd-building efforts
 - Send invite out
 - Post about the event on social media

2 weeks before

- Continue crowd-building efforts through emails, phone calls (if applicable) and social media posts
- Prepare sign-in sheets for event attendees



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1 week before

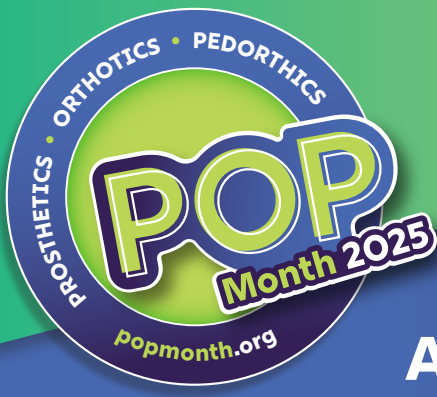
- Continue crowd-building efforts through emails, phone calls (if applicable) and social media posts
- Send confirmation email to individuals who registered
- Hold a meeting (virtual or in-person) to discuss final logistics and event agenda with event team and speakers

Day of event

- Set up registration, tables, chairs, activities and materials
- Check A/V and technology, if necessary
- Obtain signed release forms from staff and attendees
- Take pictures!

Immediately following the event

- Follow up with open house attendees
- Share photos on website and social media feeds
- Send photos, event reflections and release forms to WhatIsPOP@MessagePartnersPR.com.



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A Guide for Hosting an Open House

Sample Event Invitation

About a month before your event, send out your invitation to your email lists and target attendees. A sample invitation can be found below.

New message

To:

Subject line: POP-In: [Practice/Clinic/Site] Invites You to Explore POP Careers

On [Month, XX], [Practice/Clinic/Site] invites students and community members for a POP-In open house to learn more about prosthetics, orthotics and pedorthics (POP) careers.

POP means a million cool jobs you've probably never heard of—if you are interested in health care and engineering, a POP career may be the right fit for you. [A sentence about your practice/field]. Our employees are eager to connect with you to share **what they do, who they care for, how they chose their career and what they love about it** so you can envision a future in POP.

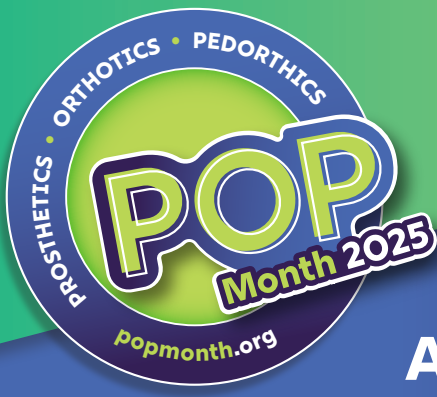
Learn more about this engaging, challenging and interesting career path, RSVP today!

Date: March [Date]
Time: [XX:XX am/pm]
Location: [Location name and address]
Details: [Add any highlights here (i.e. raffles, activities, speakers, etc.)]
RSVP: [Link]

For more information, please contact: [Name], [Email], [Phone Number]

To learn more about [Practice/Clinic/Site] visit [link]. To learn more about the POP profession, visit [WhatIsPOP.org](https://www.popmonth.org).

Send



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A Guide for Hosting an Open House

Sample Event Agenda

Open houses typically take place over an extended period without set agendas, rather, multiple activities take place simultaneously. The sample agenda below includes potential activities to offer.

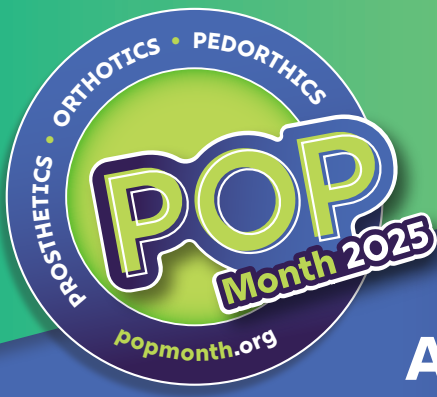


POP-In Open House

March [DAY]

[TIME]

- ✓ **Attendees arrive and sign in** – Assign a few employees or volunteers to greet attendees at the door and have a sign-in sheet requesting attendees' names and contact information to facilitate event follow-up.
- ✓ **Facility tours** – Every 30 minutes or so, gather groups of attendees for a group tour of your facility, if applicable.
- ✓ **Networking stations** – If you have several employees or other POP professionals to speak with attendees, consider designating stations or tables for specific career paths for students to rotate through.
- ✓ **Activities** – Games, raffles or hands-on activities could help generate excitement and engagement among attendees.
- ✓ **POP videos** – Display the provided POP videos (patient stories and WhatIsPOP videos) to have on loop during the event.



POP-IN TOOLKIT

A Guide for Hosting an Open House

Media 101 and Pitch Materials

First Phase: Pitch to Local Media

Local media (TV stations and newspapers) may be interested in covering your POP-In open house, especially if they have a community segment, column or morning show feature.

Here is a quick guide on how to contact and coordinate with local reporters and prepare for media interviews:



Determine Reporter(s) to Invite

Identify the local outlet(s) you want to reach and find reporters' contact information. Your focus will likely be on community events, health or technology reporters. If the outlet is small, it may not have a reporter dedicated to these topics. In that case, the general newsroom contact is where to go with your story idea.



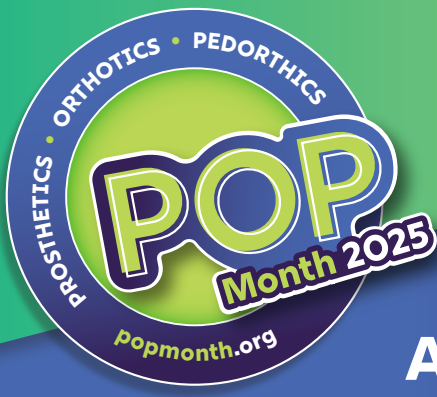
Draft Email Pitch

Draft a short (200 words or less) email that concisely explains your open house, who may be available for interviews and event logistics.



Invite Reporters

Once you have your invite email ready, send it in a separate email to each contact on your list (don't use CC or BCC) about a week before your open house. Include your contact information for follow-up questions and easy coordination. An example pitch can be found below.



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Template Email Pitch

New message

To:

Subject line: Photo and video opportunity: POP-In Community Open House for POP Career Exploration on [Date]

Hello [Reporter Name],

I'm reaching out with a community story idea that I thought [Outlet] may be interested in. [Practice/Clinic/Site] is hosting a POP-In open house to connect with students and community members, and share information about POP (Prosthetics, Orthotics and Pedorthics) careers. The open house will take place on March [Date] from [Time].

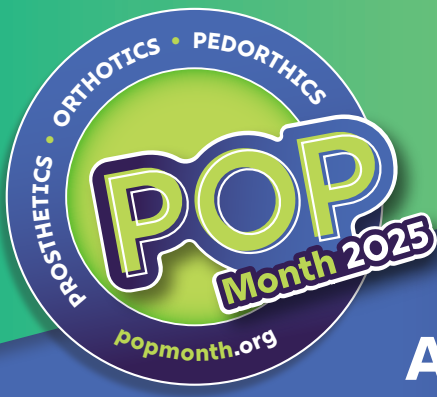
Students will have a chance to tour the facilities, network with POP professionals and get hands-on experience with the latest technology. It will be a unique photo and video opportunity, and we welcome you to send a camera crew. [Name], will be available for interviews and is eager to share information and resources about POP career exploration and opportunities.

Context: WhatIsPOP is a campaign about the meaningful, diverse and challenging careers in prosthetics, orthotics and pedorthics (POP). It aims to educate, excite and encourage high school and college students to become POP professionals. Learn more at [WhatIsPOP.org](https://www.WhatIsPOP.org).

Let me know if you're interested in attending or setting up an interview.

Thanks for your consideration,
[Name, Email, Phone Number]

Send



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Second Phase: Follow Ups & Interview Prep

It's important to follow up with reporters a few days before your open house. A reporter's schedule always changes, so they may be available to attend at the last minute.



Follow Up by Email & Phone

Consider following up via email and phone to share information again and emphasize the community aspect of the event. Some reporters prefer different contact methods—calling and emailing will maximize your chance of securing interest.



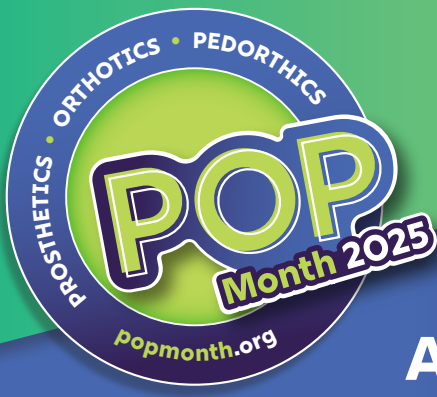
Identify and Prepare Your Spokesperson(s)

Once you get the green light from a reporter, work with them to understand the story angle that they wish to pursue. As the media contact, you are responsible for liaising between the reporter and any requested interview subjects—patients, providers or staff—and making sure interviewees are prepared with talking points.



Send a Media Advisory

About 2-3 business days prior to your open house, consider sending a media advisory to a large list of reporters notifying them about your open house. It is slightly less personal, but still an excellent way to let the media know about your event. A template media advisory can be found below.



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Sample Media Advisory

New message

[PRACTICE/CLINIC/SITE] TO HOST A POP-IN OPEN HOUSE FOR POP CAREER EXPLORATION

What
[Practice/Clinic/Site], in partnership with the American Board for Certification in Orthotics, Prosthetics & Pedorthics (ABC), will host a POP-In open house for students and community members to learn about Prosthetic, Orthotic and Pedorthic (POP) professions.

Why
Prosthetics, orthotics and pedorthics (POP) provide exciting career opportunities filled with purpose, opportunity and potential. POP professionals blend science, engineering and art to change lives for millions by using state-of-the-art braces, artificial limbs and footwear to help people born with mobility challenges, or those recovering from diseases, injuries and accidents. POP careers are expected to be plentiful over the next decade, offering abundant opportunities and job security for the foreseeable future.

[Practice/Clinic/Site]'s POP-In open house is a chance for students to explore this career path, network with POP professionals and envision their future working in the POP sector.

When: [Date], [Time]

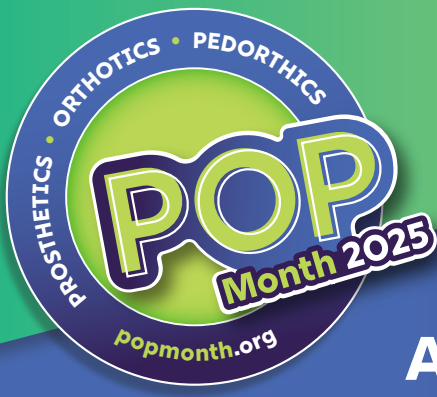
Where:
[Practice/Clinic/Site]
[Address]
[City, State Zip]

Who: [Name of Practice/Clinic/Site Owner, Speakers, etc.]

RSVP: To RSVP, use the following link: [RSVP Link]. For more information, contact [Name, Phone, Email]

###

About [Practice/Clinic/Site]
[insert boilerplate]



POP-IN TOOLKIT

A Guide for Hosting an Open House

Sample Media Advisory (continued)

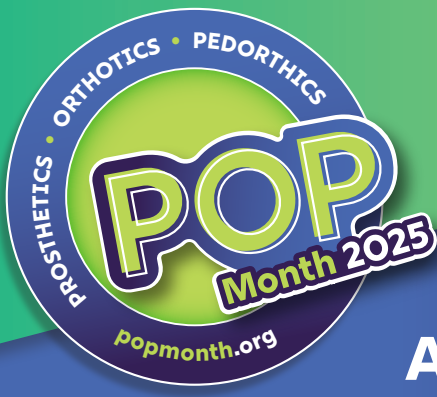
American Board for Certification in Orthotics, Prosthetics & Pedorthics

The American Board for Certification in Orthotics, Prosthetics & Pedorthics (ABC) is the comprehensive credentialing organization for professionals working in the orthotic, prosthetic and pedorthic profession. ABC establishes and advocates for the profession's highest patient care and organizational standards. Learn more at [ABCop.org](https://www.abcop.org).

WhatIsPOP

WhatIsPOP is a campaign about the meaningful, diverse and challenging careers in prosthetics, orthotics and pedorthics (POP). It aims to educate, excite and encourage high school and college students to become POP professionals. Learn more at [WhatIsPOP.org](https://www.whatispop.org).

Send

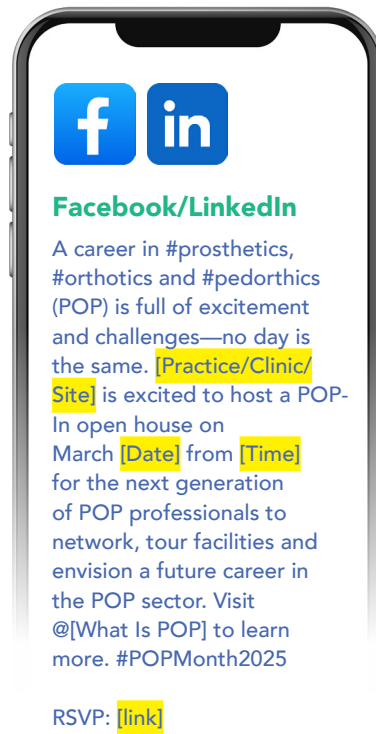
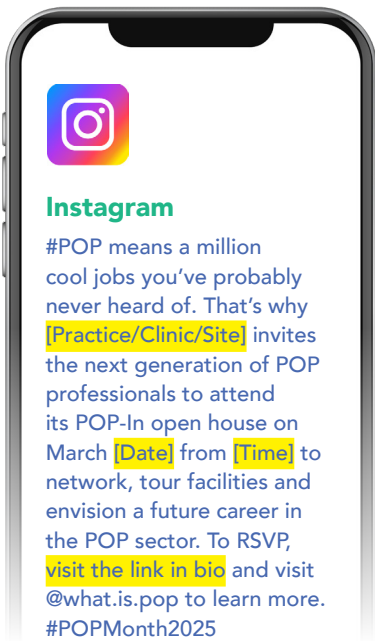


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Sample Social Media Posts

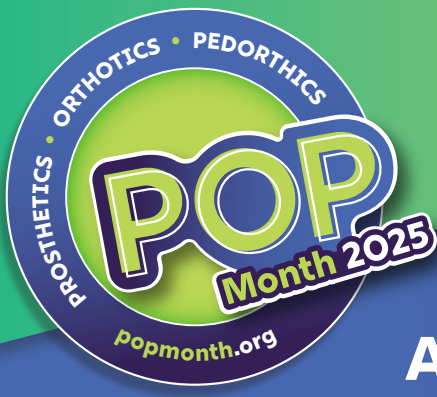
Before: For the weeks and days leading up to your open house, use the templates below for event promotion.



[Download Social Graphic](#)



[Download Social Graphic](#)

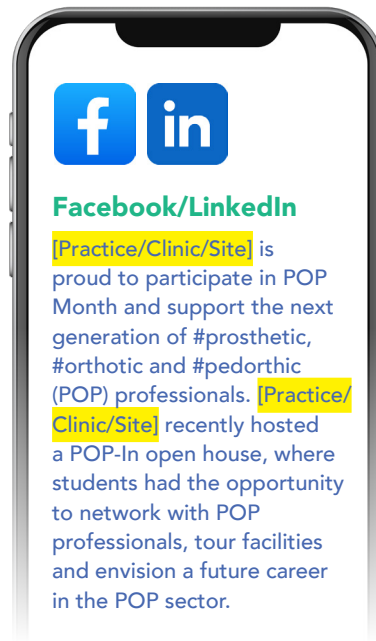
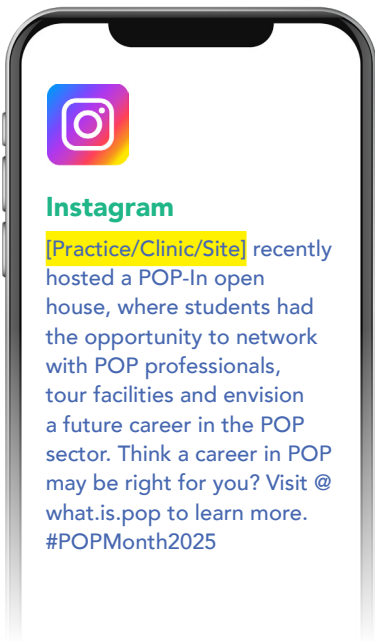


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Sample Social Media Posts

After: Following your open house, post photos and reflections highlighting the event.



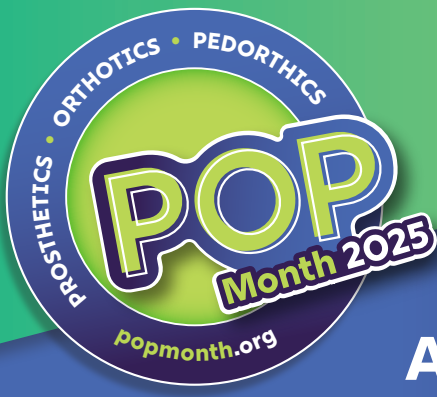
Think a career in POP may be right for you? Visit @[What Is POP] to learn more. #POPmonth2025



[Download Social Graphic](#)



[Download Social Graphic](#)



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Sample Social Media Posts

For all posts, tag **WhatsPOP** and **ABC** accounts:



Instagram: [@what.is.pop](#) / [@abc.opp](#)



TikTok: [@whatispop](#)



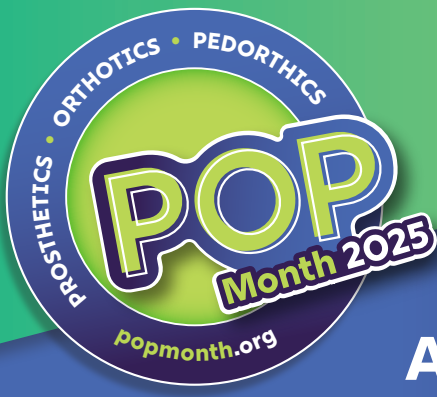
Facebook: [@POPcareers](#) / [@ABCopp](#)



LinkedIn: [What Is POP / American Board for Certification in Orthotic, Prosthetics & Pedorthics, Inc.](#)



YouTube: [What Is POP / American Board for Certification](#)



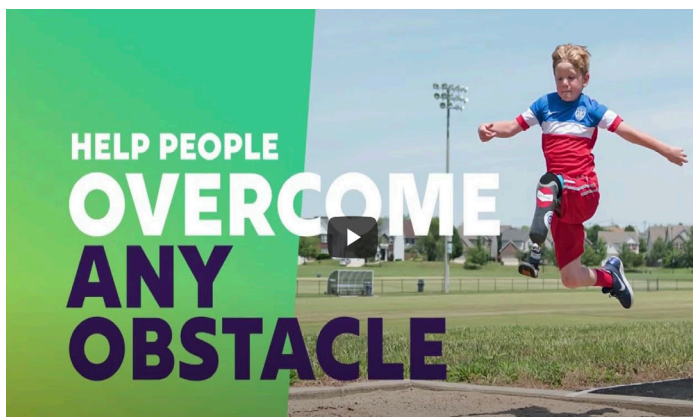
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Videos

WhatIsPOP has a rich video library to help bring the profession to life, including an [overview of POP](#) and a [POP stories](#) series highlighting the “day in the life” of current students and professionals.

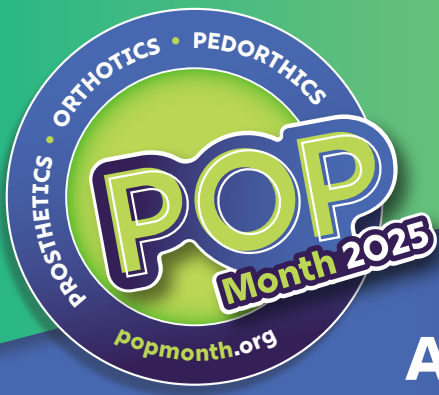
Visit the [WhatIsPOP YouTube channel](#) to access all video content.



▶ Watch Video



▶ Watch Video

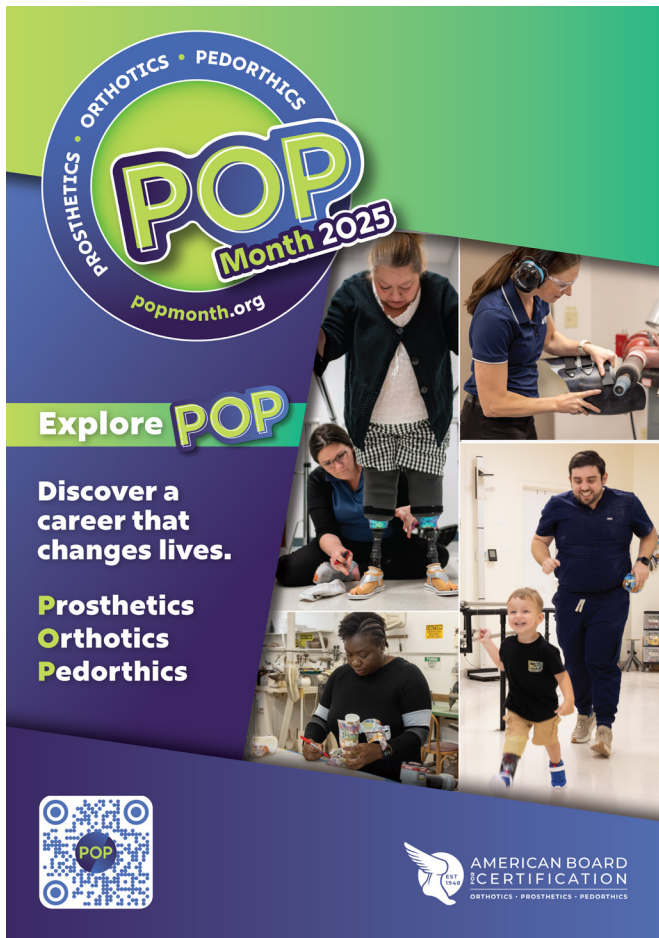


POP-IN TOOLKIT

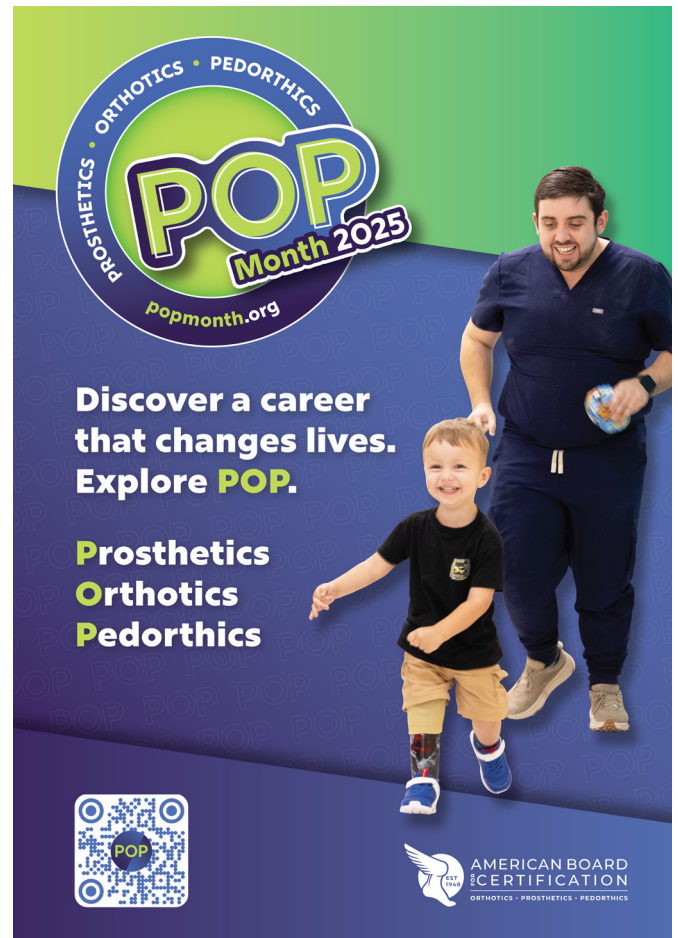
A Guide for Hosting an Open House

Posters

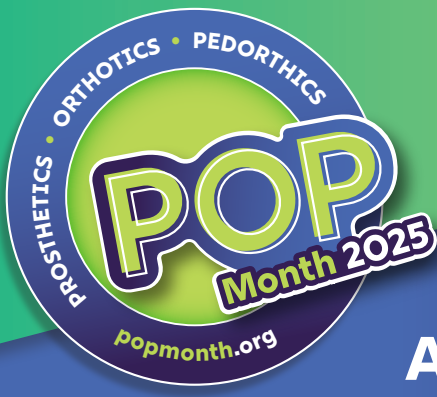
Display POP Month posters during your open house.



[Download Poster Graphic](#)



[Download Poster Graphic](#)



POP-IN TOOLKIT

A Guide for Hosting an Open House

POP Month Release Form



I, _____, give The American Board for Certification in Orthotics, Prosthetics & Pedorthics (ABC) and those acting within its authority the unqualified right to reproduce, copyright, publish, circulate or otherwise use any still photographs, videotapes and/or audio tapes of me produced by ABC or in its behalf by any other person, in connection with the ABC Video Filming Project designed to help with O&P recruitment / awareness ("the Project"). This authorization and release covers the use of said still photographs, videotapes and/or audio tapes in any published form and any media of advertising, publicity or trade in any part of the world for an unlimited period of time in connection with the Project.

I also agree that I may be identified by name, and I fully understand that this is a complete release of all claims against ABC or any other person, firm or corporation by reason of any such use of such still photographs, videotapes and/or audio tapes.

Subject certifies that subject is 18 years of age or over. If less than 18 years of age, his/her contract consent and a parent or guardian must sign release.

Signature

for ABC

Signature of guardian if under 18

Name

Address

(City, State, Zip)

Phone

Date