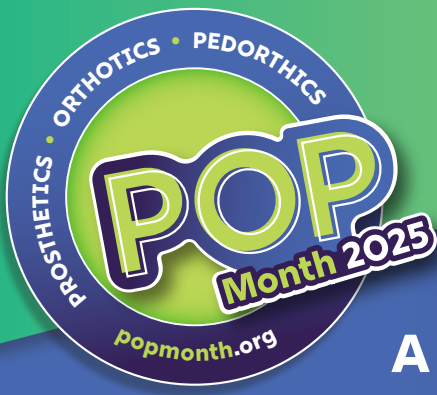


POP-OVER TOOLKIT

A Guide for Hosting a Career Shadow Day

March 2025



POP-OVER TOOLKIT

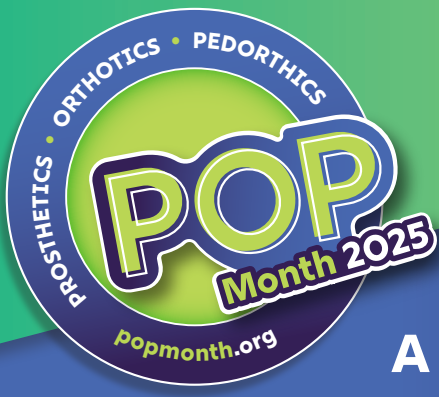
A Guide for Hosting a Career Shadow Day

Shadowing events invite students to experience POP careers up close and let them see an authentic “day in the life” of a POP professional. Having multiple students shadow on the same day maximizes impact and helps students connect with peers.

Here are resources to help you have a successful “POP-Over Shadow Day,” including:

- Event Best Practices 2
- Sample Event Timeline 4
- Sample Event Invitation 6
- Sample Event Agenda 7
- Sample Social Media Posts 8
- Videos 11
- POP Month Release Form 12

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



POP-OVER TOOLKIT

A Guide for Hosting a Career Shadow Day

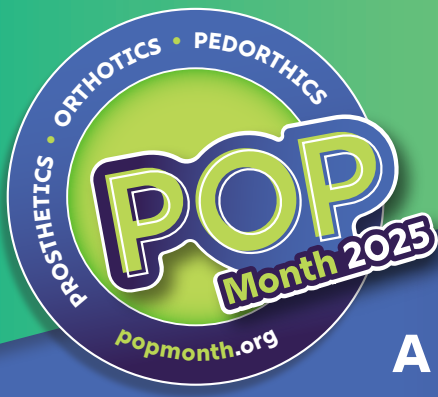
Event Best Practices

Preparing for the Event

- **Staffing** – Shadow days give young people the chance to see an authentic “day in the life” of POP professionals, and your staff are your biggest asset. Have staff with different roles and journeys to the POP profession participate to maximize the chance that each attendee will have at least one staff member who they can “see” themselves in.
- **Draft and send invites** – Create an invitation that provides a brief event description, date, time and RSVP information. Consider using a Google Form to easily track RSVPs. Include a designated staff contact for questions.
- **Promote the event** – Reach out to local high schools, colleges and community groups inviting their students to participate.
- **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 event. For attendees under 18, please send the form ahead of the event so parents and guardians can sign for permission.

Materials & Activities to Consider

- **Promo videos** – Consider showing the [WhatIsPOP video](#) as part of your opening remarks or share some of the different [POP stories](#).
- **Giveaways** – If possible, have some items that students 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 additional shadow opportunities.
- **FAQs and key messages** – Share ABC’s WhatIsPOP [FAQs](#) and [key message handouts](#) with employees and staff, so they feel prepared to engage in conversation and equipped to share additional resources with attendees.



POP-OVER TOOLKIT

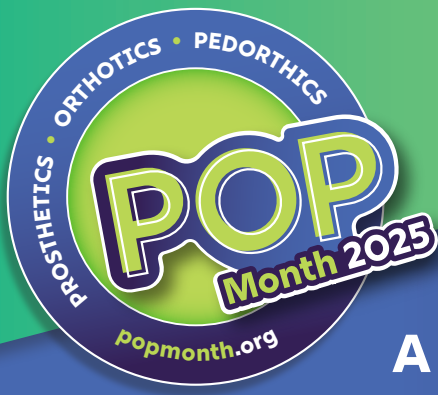
A Guide for Hosting a Career Shadow Day

During the Event

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

After the Event

- **Follow-up** – Thank those who attended and remind them that they can visit [WhatIsPOP.org](https://www.WhatIsPOP.org) for additional information.
- **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.



POP-OVER TOOLKIT

A Guide for Hosting a Career Shadow Day

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 invite
- Identify speakers/staff
- Identify and order needed materials and signage

3 weeks before

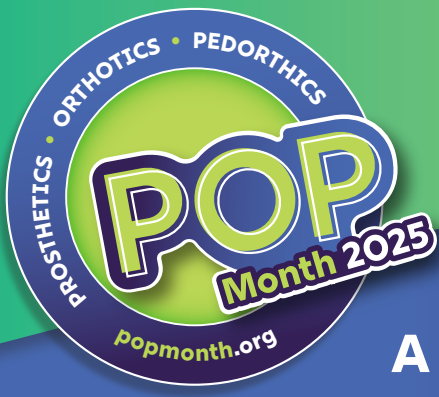
- Begin speaker and agenda preparation
 - Distribute key message slate to help speakers prepare their remarks and slides
- Solidify event needs and logistics
 - Confirm technology needs (e.g., microphones, projector and screen for slide presentations)
- Begin crowd-building efforts
 - Send invite out
 - Post about the event on social media feeds

2 weeks before

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

1 week before

- Continue crowd-building efforts through emails, phone calls and social media posts
- Send confirmation email to individuals who registered
- Hold a conference call to discuss final logistics and event agenda with event team and speakers



POP-OVER TOOLKIT

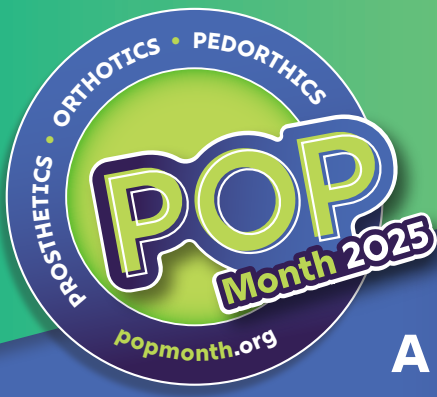
A Guide for Hosting a Career Shadow Day

Day of event

- Set up registration
- Check A/V
- Obtain signed release forms from staff and attendees
- Take pictures!

Immediately following the event

- Follow up with participants
- Share photos on website and social media feeds
- Send photos, event reflections and release forms to WhatsPOP@MessagePartnersPR.com



POP-OVER TOOLKIT

A Guide for Hosting a Career Shadow Day

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: [Organization Name] Invites Students to Discover POP Careers

A career in prosthetics, orthotics and pedorthics (POP) is 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.

[Organization Name] invites students to experience POP careers up close during an open house shadowing experience on March [XX]. Students will follow POP professionals through a “day in their life,” and have opportunities to network with and meet peers with similar interests.

Date: March [Date]

Time: [XX:XX am/pm]

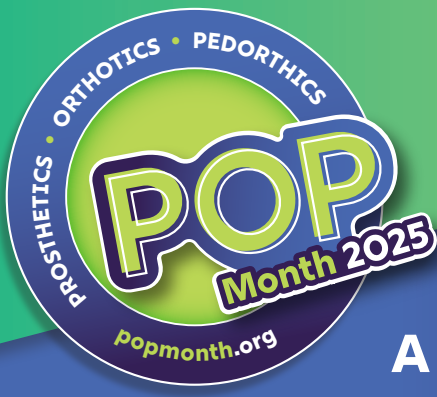
Location: [Location name and address]

RSVP: [Link]

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

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

Send



POP-OVER TOOLKIT

A Guide for Hosting a Career Shadow Day

Sample Event Agenda

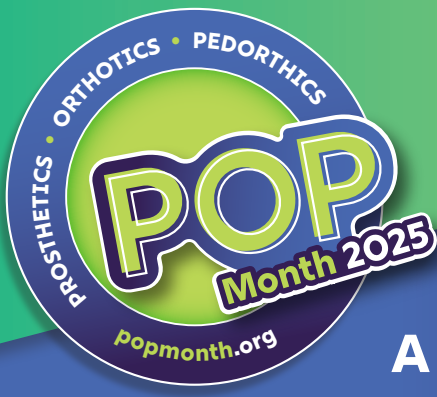


POP-Over

March [DAY]

[TIME]

- ✓ **Shadowees arrive and sign in** – Give attendees time to arrive and get settled. Have a sign-in sheet requesting attendees' names and contact information to facilitate event follow-up.
- ✓ **Opening remarks** – Have a staff member provide brief (approx. 10 minutes) remarks welcoming students and sharing their POP journey.
- ✓ **Facility tour** – Have a staff member show attendees around your facilities with a brief tour (approx. 30 minutes).
- ✓ **Employee shadowing** – Assign attendees in groups of 2-3 to join staff members on their morning duties. Specific activities will depend on your organization, but try to expose attendees to a variety of tasks (e.g., patient visits, time in the fabrication lab, etc.)
- ✓ **Networking lunch** – Provide lunch for attendees and have a handful of staff members join to answer questions and share their POP journeys in an informal setting.
- ✓ **Employee shadowing** – Have attendees again break off into groups of 2-3 to join staff members on their afternoon duties. Try to switch up group assignments, so that attendees can interact with different attendees and staff members from their morning rotation.
- ✓ **Closing remarks** – Have a staff member provide brief (approx. 10 minutes) closing remarks thanking attendees for coming and highlighting next steps for how they can learn about/pursue the POP profession.

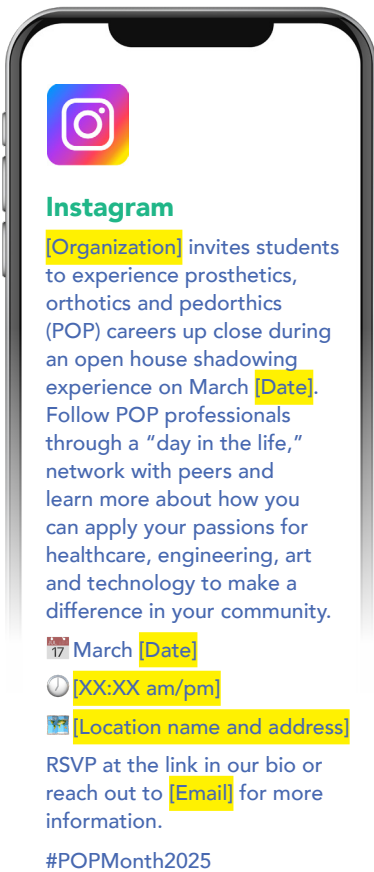



POP-OVER TOOLKIT

A Guide for Hosting a Career Shadow Day

Sample Social Media Posts


Pre-Event







Instagram

[Organization] invites students to experience prosthetics, orthotics and pedorthics (POP) careers up close during an open house shadowing experience on March [Date]. Follow POP professionals through a “day in the life,” network with peers and learn more about how you can apply your passions for healthcare, engineering, art and technology to make a difference in your community.

 March [Date]

 [XX:XX am/pm]

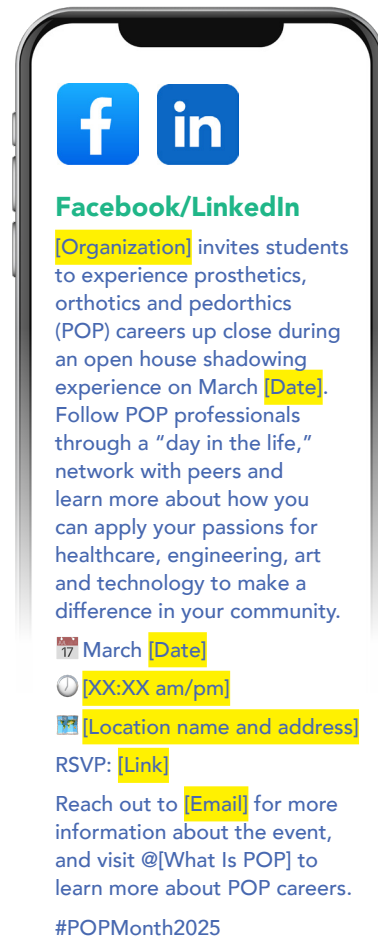
 [Location name and address]



RSVP at the link in our bio or reach out to [Email] for more information.

#POPMonth2025




 [Download Social Graphic](#)





 

Facebook/LinkedIn

[Organization] invites students to experience prosthetics, orthotics and pedorthics (POP) careers up close during an open house shadowing experience on March [Date]. Follow POP professionals through a “day in the life,” network with peers and learn more about how you can apply your passions for healthcare, engineering, art and technology to make a difference in your community.

 March [Date]

 [XX:XX am/pm]

 [Location name and address]

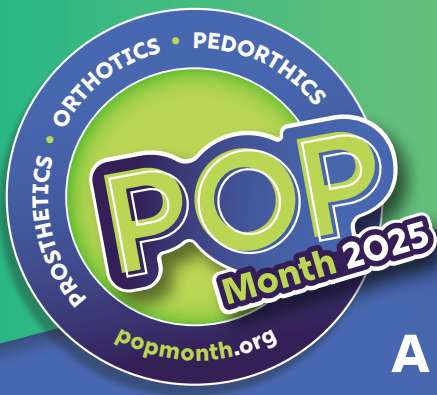
RSVP: [Link]

Reach out to [Email] for more information about the event, and visit @[What Is POP] to learn more about POP careers.

#POPMonth2025



 [Download Social Graphic](#)

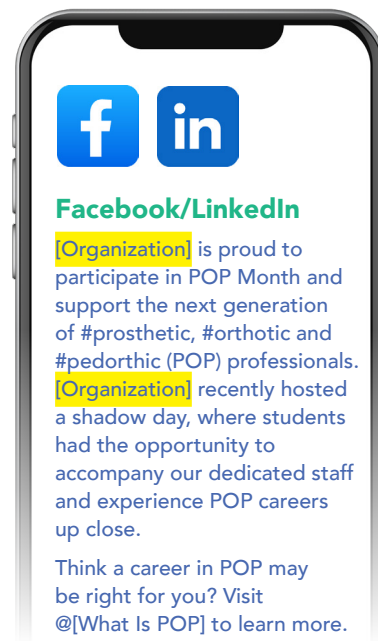
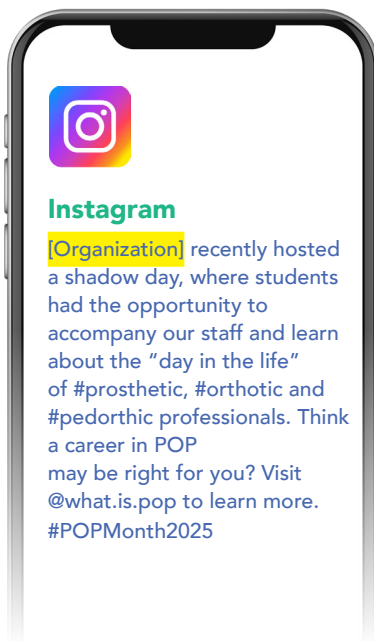


POP-OVER TOOLKIT

A Guide for Hosting a Career Shadow Day

Sample Social Media Posts

Post-Event



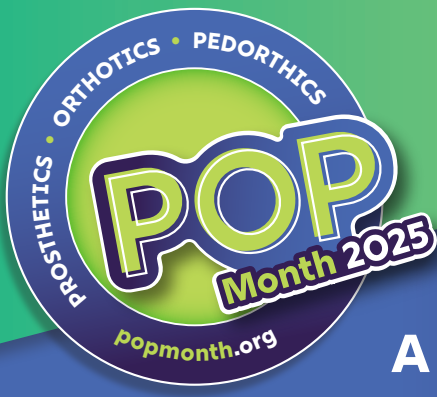
#POPMonth2025



Download Social Graphic



Download Social Graphic



POP-OVER TOOLKIT

A Guide for Hosting a Career Shadow Day

Sample Social Media Posts

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



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



TikTok: [@whatispop](#)



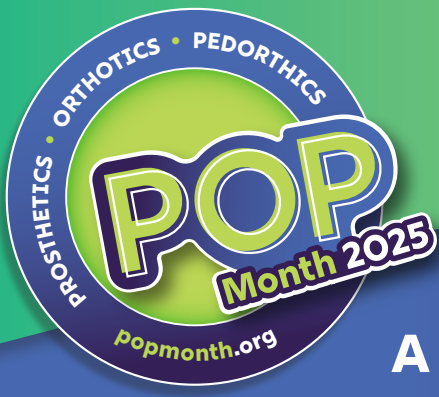
Facebook: [@POPcareers](#) / [@ABCopp](#)



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



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



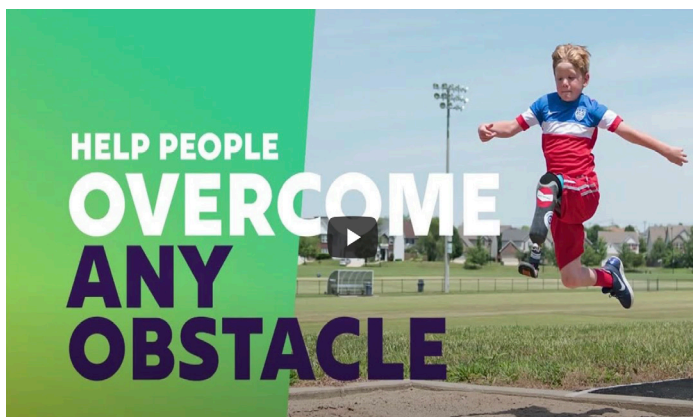
POP-OVER TOOLKIT

A Guide for Hosting a Career Shadow Day

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.

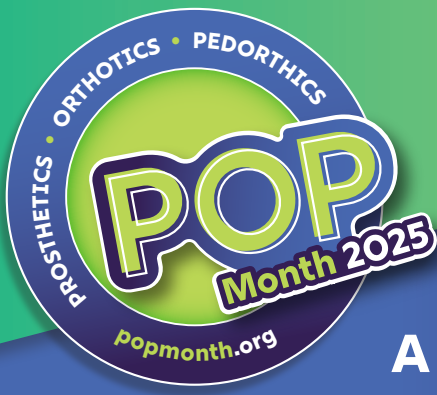
Visit the [WhatIsPOP YouTube channel](#) to access all video content.



▶ Watch Video



▶ Watch Video



POP-OVER TOOLKIT

A Guide for Hosting a Career Shadow Day

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