

# 1ST ACEP INTERNATIONAL AMBASSADOR CONFERENCE



10/13/2013

Conference Proceedings

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1st ACEP INTERNATIONAL AMBASSADOR CONFERENCE  
**CONFERENCE PROCEEDINGS**

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## EXECUTIVE SUMMARY

The 1<sup>st</sup> International Ambassador Conference proceedings were written to describe the aims and objectives of the conference and share the facilitated discussions that outlined the individual experiences, challenges and needs of current Ambassadors. From this, key themes and findings were generated and lessons learned were synthesized from the broader and smaller group discussions. Finally, concrete recommendations for the Ambassador Educational Toolkit, future directions for the Ambassador Program, and future conference agenda items were made by the Ambassadors in attendance. The Conference is slated to become an annual event, so the proceedings will also serve as a resource in which the Conference's progress and details can be referenced, reviewed, and built on in the future.

The target audience for this document includes current and potential ACEP Ambassadors, International Section Leadership and members, and the ACEP Board of Directors. The goal is to provide a report that details the events and outcomes of the Conference so that the audience can be informed about the current state of the Ambassador Program, understand current Ambassadors' experiences, and prepare for future discussions to identify ongoing areas for improvement and growth.

The proceedings outline seven sections: Rationale & Background, Conference Structure, Key Themes and Findings, Lessons Learned, Future Directions, and Conference Evaluations. The Appendix includes the list of Educational Toolkit Materials created by Ambassadors and the full agenda. Additional information on the International Ambassador Program can be found on the ACEP International Section website.

## RATIONALE & BACKGROUND

The 1<sup>st</sup> International Ambassador Conference was the product of a 2013 ACEP Section Grant awarded by the ACEP Board of Directors to Dr. Christian Arbelaez through the International Section in June 2013. The purpose of the award is to fund projects that meet member or section needs, educate the public, and furthers the advancement of emergency medicine.

### Overview: ACEP Ambassador Program

The ACEP Ambassador Program's purpose is to provide ACEP leaders and staff with access to a special network of internationally-oriented member experts who can provide advice and information on issues pertaining to the progress and status of emergency medicine in their assigned countries, and to serve as official representatives of the College to those countries. It boasts 75 internationally recognized ACEP members who are actively participating in their assigned countries and collaborating with emergency medicine leaders and their organizations.

The Ambassador represents the College, assists physicians in a foreign country develop their own emergency medicine specialty or society, and/or helps propagate the specialty within that country or society. The society might be an emergency medicine society, a non-emergency medicine society wishing to advance emergency medicine, a certifying body for the specialty, or an academic group in a country without a society.

The International Section Ambassador Committee has a rigorous selection process for the Ambassador Program. Interested individuals must submit a formal letter requesting consideration for appointment and include detailed information regarding their qualifications in the following areas: history of involvement, recent activities in the country, established relationships and contacts, ties to developing emergency medicine, fluency with primary language, and a disclosure statement for possible conflicts of interest with organizations, companies, and/or political ties. Once selected, the Ambassador is expected to develop and regularly update a report that outlines the state of emergency medicine in their respective country.

The responsibilities of the Ambassador are based on the role's dual purpose of being an ACEP international representative in the host country and as a liaison in the US for ACEP members who are interested in working in those countries. Responsibilities include: provide alerts ACEP's International Relations Manager about important conferences/events, respond to requests for information from US-based EM physicians or residents who wish to be come involved, maintain a current contact list for EM leaders in the country, update ACEP's Observership and Rotations website, represent the College as a public relations link between the country's EM group and ACEP, meet with officials as a facilitator to support the development of EM, participate in teaching activities to enhance EM in the country, and collaborate with other Ambassadors, private groups and academic groups on regional projects to enhance EM in a given region.

### Project Vision

The role responsibilities combined with the self-driven work of the Ambassadors produce an active Ambassador Program that provides a far-reaching network of emergency physicians and leaders worldwide. Yet, this comprehensiveness is also the source of limitation. With great focus on individual Ambassador activity and the fact that many work on a volunteer basis, it is logistically difficult to bring the entire program together. By not meeting with one another, there is a missed opportunity for Ambassadors to collaborate with one another. The 1<sup>st</sup> International Ambassador Conference was developed to provide an active path to providing unity and collaboration within the program. The hope was that the first face-to-face meeting would be one of many, and that it would give Ambassadors the opportunity to share their experiences with one another and work as a collective to reach their common goal of advancing emergency care.

## CONFERENCE STRUCTURE

The Conference assembled 22 Ambassadors and 9 interested International Section members who represented 36 countries, and they ranged vastly in years of experience in their role. The variations in their backgrounds, emergency medicine experiences, length of ACEP membership, and affiliated host country allowed them to engage in conversation that considered multiple perspectives and a wide range of ideas. The one-day event preceded ACEP13 in order to maximize attendance at the inaugural convention.

### Task Force

The Task Force was created to gather feedback from ACEP International Section leaders, finalize event details and documents, ensure that the outlined agenda was logistically feasible, and generate support and interest for the Conference. Members were responsible for completing the prep work in the months leading up to the Conference and fulfilling key roles during the one-day event. They met via three conference calls from June to September and followed an outlined agenda. Progress reports were generated from the minutes and submitted to the ACEP Board of Directors as part of the grant expectations.

### Committee Members

Christian Arbelaez, MD, MPH, FACEP	<i>Taskforce Chair, Lead of Ambassador for Colombia</i>
Janet Lin, MD, FACEP	<i>International Section Chair, Elect</i>
Darryl Macias, MD, FACEP	<i>International Section Chair, Immediate Past Chair, Lead Ambassador Argentina, Ecuador, Peru, France, Switzerland</i>
Elizabeth DeVos, MD, FACEP	<i>International Section Research and Grant Committee Representative</i>
Haywood Hall, MD, FACEP	<i>Lead Ambassador of Cuba and Mexico, Deputy Ambassador of Panama</i>
Kumar Alagappan, MD, FACEP	<i>Deputy Ambassador of India</i>
Terry Mulligan, DO, FACEP	<i>Lead Ambassador of EUSEM and Netherlands</i>
Stephanie Schonholz	<i>Facilitated Dialogue Consultant</i>
Dina Gonzales	<i>ACEP Staff Liaison, International Relations</i>
Amy Wynn	<i>ACEP Support Staff, International Relations</i>

### Countries Represented:

Afghanistan  
 Argentina  
 Bahrain  
 Belize  
 Brazil  
 Cameroon  
 China  
 Colombia  
 Cuba  
 Ecuador  
 Egypt  
 France  
 Greece  
 Honduras  
 India  
 Iran  
 Iraq  
 Israel  
 Japan  
 Jordan  
 Kenya  
 Mexico  
 Netherlands  
 Panama  
 Peru  
 Philippines  
 Russia  
 Rwanda  
 Saudi Arabia  
 South Africa  
 South Korea  
 Sri Lanka  
 Sweden  
 Switzerland  
 Thailand  
 United Kingdom

### **Task Force Conference Call on 6/26/13**

#### **Aim: Formation of the Task Force**

Following brief introductions, members reviewed the proposed Conference agenda submitted in the grant and revised the agenda's timing. In addition, members outlined the schedule for disseminating invitations and the process for uploading Toolkit documents to the USB drives. Responsibilities were delegated and included Section Grant Progress Reports, sending and tracking of Conference RSVPs, collection of reviewed tool kit items, and solicitation of lunch sponsorship.

### **Task Force Conference Call on 7/30/13**

#### **Aim: Outlined Conference Agenda Specifics**

The second conference call focused primarily on the agenda and on the Educational Toolkit Working Groups. Moderators were assigned to each breakout group and committee members discussed how to guide the conversations and identify the value of Ambassador's work within each theme. In addition, Dan Sullivan, the Editorial Director for *Annals of Emergency Medicine*, expressed the potential for *Annals* collaboration and the abiding interest in promoting its international readership and increasing ACEP membership. Plans to continue to document the conference's project development were made.

### **Task Force Conference Call on 9/13/13**

#### **Aim: Finalize Agenda and Educational Toolkit Review**

With exactly one month until the event, the Committee met for a third and final call to finalize all outstanding items, review the final agenda and Toolkit, and address administrative details. 23 attendees were confirmed, and edits were made to the agenda to include additional speakers. A final editing schedule of the Toolkit was outlined to include ACEP Marketing's review.

## **Conference Objectives**

The Conference objectives were presented at the start of the event.

1. To bring together the ACEP International Ambassadors who serve as key liaisons for a global network of over 60 countries and organizations.
2. To develop an ACEP Ambassador Educational Toolkit that can be used by the Ambassador to educate the country's public and emergency workforce on the mission of ACEP and its global advancement of emergency medicine.
3. To help the International Section better understand and implement short and long-term strategic initiatives that align with the ACEP strategic plan of growing ACEP membership by increasing international membership and *Scientific Assembly* attendance, exploring opportunities for ACEP participation and support of meeting outside of the US, and enhancing involvement with IFEM.

## Agenda

The structure of the one-day conference was designed to generate a focused discussion with clear objectives and expected outcomes. As project manager and Ambassador Program Committee member, Dr. Arbelaez led the project planning and worked collaboratively with the International Section and Ambassador Program Committee leadership to define the conference agenda. Ms. Gonzalez provided logistical and administrative support.

Since it was the first face-to-face meeting of Ambassadors, the potential for a number of conversation topics and differing priorities was considered. To remain on task, the agenda was framed to guide the progression of conversation toward specific topics in line with the conference objectives. Attention was paid to the content in each segment as well as the overall order. The flow was similar to a layered, pyramid effect in which the conversations would build on one another, becoming more specific and focused as the day continued. Below is a synopsis of each Conference segment. The complete agenda can be found in the Appendix.

### **Welcome, Introductions, and Agenda**

The morning session began with opening remarks from ACEP and IFEM leadership. They spoke to Ambassadors about the importance of the program and its ongoing relationship with the organizations, answered questions, and provided the perspective of ACEP and IFEM.

### **ACEP Ambassador Program**

To begin, Dr. Arbelaez outlined the Conference objectives and goals of the day within a pre-determined agenda that would guide the day. To lay the foundation for the day's discussions, he presented the recently revised Ambassador's qualifications, roles, responsibilities, and guidelines, the roles of the International Liaison and International Representative, and a review of the Ambassador Country Report. The presentation not only informed Ambassadors of the recent changes, but it narrowed the group's attention to the role of the Ambassador and provided concrete points that could be addressed in the follow-up discussion.

### **Strategic Planning Discussion**

The strategic planning discussion was set with the goal of focusing on the Ambassador's sharing their individual experiences. The group was arranged in a large circle of chairs to create an inclusive environment and to ensure that everyone was able to see and speak to one another. Dr. Arbelaez began by asking each Ambassador to state their name and country of representation, share their personal experience as an Ambassador in regards to challenges and/or successes, and specify any specific needs that they have in the current role. As moderator and facilitator, the conversation allowed for each Ambassador to have the opportunity to speak and the discussion topics remained focused.

### **Educational Toolkit Workshop**

After lunch, Stephanie Schonholz provided an overview of facilitated dialogue, the role of the facilitator, and the decision to use it as a model for the Conference discussions. The vision for the Educational Toolkit and the list of pre-created documents were reviewed to help generate ideas about what items needed to be added and focus the Ambassadors' discussions even further into the three Toolkit themes.

Following the presentation, the Ambassadors divided into three groups (approximately 10 people per group) and sat at separate, round tables to create the same open and inclusive environment. The three moderators, Dr. Lin, Dr. Macias, and Dr. Hall, posed questions and directed the conversations to help Ambassadors work through how the theme related to their responsibilities and needs and identify necessary Toolkit items. Themes generated in the Strategic Planning were displayed on the PowerPoint for Ambassadors to reference and reflect on. The moderators rotated through each stationary Ambassador group in 25-minute sessions to gather feedback from all attendees and identify recurrent themes.

### **Workshop Presentations by Moderator/ Group Discussion**

Dr. Arbelaez presented the Colombian EM Residency Program Assessment he created and implemented as the country's Ambassador. The purpose was to provide a best practice example for program development and generate discussion about the usefulness of this type of Ambassador driven presentation. This example also served as a conversation starter for the last working group session.

### **Annual Conference Working Groups**

For the final segment, the working groups brainstormed potential agendas for future International Ambassador Conferences. The purpose of putting this at the end of the Conference was to allow Ambassadors to reflect on the event, identify areas of success, and areas for improvement, and ultimately decides together on the direction they would like to see the Conference take in future years.

### **Methodology: Facilitated Dialogue**

The decision to model the group discussions after facilitated dialogue sessions derived from the recognition that the gathering of a diverse network of Ambassadors would be an opportunity for engaging discussion that could, if structured correctly, produce constructive, positive outcomes. The use of this model helped create a forum that allowed for the open, sharing of ideas but was also efficient and productive during the limited time available. The facilitators were essential for guiding the conversation, staying on task, and ensuring that all Ambassadors were able to voice their thoughts. In addition, the note taker's recording of discussion points documented the day's events and allowed participants to reflect on discussion themes.

### **Expected Outcome: ACEP Ambassador Program Tool Kit**

In addition to providing a forum for conversation, the aim was to provide Ambassadors with a tangible end product: the ACEP Ambassador Program Educational Toolkit. The original vision for the Toolkit was to provide Ambassadors with resources to educate potential members about ACEP and benefits of membership, effectively communicate valuable information through an outlined strategy, and to promote practices and services that increase Ambassadors' visibility amongst potential members. Based on this vision, the Toolkit was divided into three thematic areas: Educate, Engage, and Promote. Nine documents were created with the intent of increasing the ease at which Ambassadors could fulfill their responsibilities by streamlining processes and ensuring the dissemination of accurate information. The conference provided the forum for Ambassadors to review the documents and identify what they felt were essential items for an ACEP Ambassador Educational Toolkit.

The following is a list of Toolkit items that were prepared during the program development and served as examples for Ambassadors to reference when considering what they would include. The full list created by the Ambassadors can be found in Appendix.

**Examples of Toolkit Documents**

<i>ACEP “At-A-Glance”</i>	The informational packet includes key information that the Ambassador can reference so that he or she can provide information to and answer questions from potential members.
<i>ACEP Brochure</i>	As an educational marketing tool to be distributed by the Ambassador, it provides an overview of ACEP, the College’s mission and goals, who can join, benefits of membership, advantages for professional development, opportunities for continuing education, impacts in clinical practice/management, and Ambassador contact information.
<i>International Section Brochure</i>	The pamphlet provides an overview of the International Section objectives, opportunities and benefits of membership as well as a summary of the International Ambassador Program.
<i>Membership Info &amp; Application Process</i>	To make the application process as straightforward and simple as possible, the packet provides pertinent information for those who are ready to apply. Details include eligibility, dues, and a step-by-step guide through the application process.
<i>Frequently Asked Question</i>	It is a list of questions and answers that can be quickly referenced by the Ambassador and administered to potential members seeking additional information.
<i>E-Mail Templates</i>	These drafted correspondences can be used by Ambassadors to effectively communicate key information outlined in the Communication Strategy. Templates include initial correspondence, invites to attend a presentation, and thank you emails that include additional opportunities for conversation.
<i>Flier Templates</i>	The single page documents promote ACEP, upcoming presentation dates, and the Ambassador, and display Ambassador contact information.
<i>Calendar</i>	The timeline provides Ambassadors with key dates to ensure the dissemination of materials and fulfillment of responsibilities.
<i>Ambassador Log</i>	The Excel document includes a template for Ambassadors to provide information on his or her home country (i.e. current number of members) status of responsibilities, and a record of material distribution and participation. This log may be considered as a part of the ACEP Country report submission to the ACEP International Section.

*\*Pending ACEP Marketing approval*

**Expected Benefits**

By bringing the Ambassadors together for the first time within the communicative environment of facilitated dialogue, anticipated benefits reached beyond the immediate one-day event.

1. Create a more interactive, global network of Ambassadors.
2. Facilitate the sharing of ideas, innovative programs, and best practices, produce a more robust network of resources, and promote more collaboration between the Ambassadors.
3. Establish an annual International Ambassador Conference that addresses the current needs of the Ambassadors and the Ambassador Program.

## KEY THEMES AND FINDINGS

The 1<sup>st</sup> International Ambassador Program brought together a community of 31 emergency medicine physicians, fellows and residents who represented 36 countries and were united by a common goal: to advance emergency medicine abroad. It was through the group's diversity in thought, commitment to actively listen, and willingness to share their own experiences that the Ambassadors were able to, together, generate key themes within each conference segment and identify specific findings about the Ambassador Program that had not previously been considered or expressed in a formal setting.

### Ambassador Program:

***Ambassadors are committed to fulfilling their role as an ACEP representative, but to do so effectively they must refine the role so that is culturally sensitive and specific.*** Depending on the represented country, roles and foci will change. Common, overarching goals that all countries can adhere to will unite the Ambassador Program.

***The Ambassador role requires a balance between facilitation, mentorship, and advocacy.*** Depending on the country's needs, one may be enacted more than the others. However, these responsibilities are often interconnected. If done correctly, each can help Ambassador's move forward with his or her efforts in a manner that is both effective and accepted by the EM leaders in the country.

### Strategic Planning Discussion:

***Success is achieved through collaborative efforts and established connections.*** It is difficult to produce change as one person, but there is strength in numbers. Progress is the result of an Ambassador's network of relationships among all levels of interaction that range from interpersonal to governmental. A "Champion" is needed within the host country to work with the Ambassador and garner support from the community. Without one, certain efforts are futile.

***Access to resources based on the country's EM development, socioeconomic status, and infrastructure would allow Ambassadors to work more efficiently and effectively.*** Each country is unique and special consideration must be taken into account with regards to the on-the-ground situation. The ambassador's access to and utilization of different resources, at different times, is a key factor to success.

### Educational Tool Kit Working Groups

***For Ambassadors to be able to educate and engage, a tiered, online depository that is organized according to the level of country development is needed so that Ambassadors can provide information that is most relevant and effective to a specific target audience.*** Identified, necessary resources included information on EM as a specialty, curriculum development, and documents that will allow Ambassadors to disseminate information effectively and efficiently.

***For Ambassadors to engage, they must be able to negotiate, facilitate conversations, and collaborate, but in order to do so they must first gain credibility with the local community, develop relationships and understand specific country needs.*** To initiate relationships Ambassadors must undergo the "suffer factor" in which they experience life from the perspective of both an emergency medicine professional and a citizen.

***For Ambassadors to promote ACEPs mission, there needs to be an understanding of the Ambassador's responsibilities, a commitment to developing cross cultural and societal partnerships, and access to resources.*** The Ambassadors' goal, as representatives of ACEP, is to develop emergency medicine and advance emergency care. Using ACEP as a vehicle to do so, Ambassadors will need to figure out how to fully use all of the ACEP resources in their countries.

## LESSONS LEARNED

The Ambassadors that attended the 1<sup>st</sup> ACEP International Ambassador Conference expressed a commitment to the development of Ambassador Program and their individual work. Through their conversations and interactions, lessons about the Ambassador Program, the role of the Ambassador and best practices were generated. They will be used to further refine and improve the Program so that, moving forward, Ambassadors can effectively fulfill their responsibilities.

- *The Ambassador is a representative of ACEP who works to foster and promote the advancement of Emergency Medicine and improvement of emergency care.*
- *Through networking, not only in respective countries, but also with other Ambassadors and ACEP sections, Ambassadors are enabled to achieve their goals and responsibilities.*
- *Diplomacy is an underpinning of the program and Ambassadors should lead and mentor with all stakeholders in a diplomatic manner.*
- *The facilitation of educational forums within the Ambassador Program will allow Ambassadors to educate themselves so that they, in turn, are able to educate their respective countries.*
- *Given the various levels of development between countries, Ambassadors must aim to work as a culturally sensitive resource within their country of representation.*
- *A synergistic, tiered approach based on the maturity of the current EM program and the country's infrastructure will enable Ambassadors to help develop EM at the program, organizational, and governmental levels.*

## FUTURE DIRECTIONS

In the final segment of the Conference, Ambassadors were asked to identify what they believed the future International Ambassador Conferences should address. Their input will be used to plan the future, annual Conferences so that they can continue to address the needs of the Ambassadors.

Ambassador Recommendations for Future ACEP International Ambassador Conferences	
<i>Structure</i>	<ul style="list-style-type: none"> <li>• Organize working groups based on identified priorities</li> <li>• Incorporate Ambassador Reports to identify best practices</li> <li>• Develop educational sessions</li> <li>• Group Ambassadors based on geographical region for focused discussions</li> <li>• Include ACEP Leadership input</li> <li>• Provide CME credits</li> </ul>
<i>Programmatic</i>	<ul style="list-style-type: none"> <li>• Review the Educational Toolkit</li> <li>• Provide case examples and presentations of Ambassador problems and successes</li> <li>• Review the Liaison program yearly</li> </ul>
<i>Communal</i>	<ul style="list-style-type: none"> <li>• Provide an organized opportunity for Ambassadors to socialize and meet one another</li> <li>• Networking lunch</li> <li>• Social evening event</li> </ul>
<i>Logistics</i>	<ul style="list-style-type: none"> <li>• 8-hour event</li> <li>• Allow Ambassadors who are unable to attend to participate via the web/phone</li> <li>• Provide refreshments all day</li> </ul>

## CONFERENCE EVALUATIONS

Anonymous Evaluations were distributed at the end of the Conference to gather feedback on attendee's overall satisfaction, if the conference objectives were met, aspects they enjoyed, areas for improvement and additional recommendations for future International Ambassador Conferences.

### Evaluation Results

100% were very satisfied or satisfied with the conference content.

100% were very satisfied or satisfied with the speakers/presenters.

100% strongly agreed or agreed that the face-to-face meeting of ACEP International Ambassadors was effective.

95% strongly agreed or agreed that the ACEP Ambassador Educational Toolkit will allow Ambassadors to educate, engage, and promote the country's public and emergency work force on the mission of ACEP and its global advancement in Emergency Medicine.

95% strongly agreed or agreed that the conference addressed the International Section short and long term strategic initiatives.

Attendees liked the following the most:

- Meeting and networking with other Ambassadors
- Face to face conversations
- Open, group discussions
- Brainstorming session
- Idea development
- The development of the Toolkit
- Coordinated effort
- Exchange of Ideas
- The initiative to give direction to the Ambassador program and identify common goals
- That it was engaging, organized and efficient

Attendees liked the following the least:

- Missed opportunity for a networking lunch
- No coffee
- Lack of long-term vision and goals
- Uncontrolled participant talking
- Lack of input from the Board/ACEP
- Unresolved mission and tasks of Ambassador issues

For future International Ambassador Conferences, attendees recommended:

- Include lunch
- Region specific meetings
- Teleconference participation
- Educational sessions on EM education, EM finance, and EM health policy
- CME

## APPENDIX

**1<sup>st</sup> ACEP International Ambassador Program Conference**  
**8:00 – 4:00pm 10/13/2013**  
*Issaquah AB, Sheraton Hotel & Towers*  
*Seattle, Washington*

8:00 a.m. – 8:30 a.m.	<b>Registration &amp; Coffee</b>	
8:30 a.m. – 9:00 a.m.	<b>Welcome, Introductions, &amp; Agenda</b>	<i>Dr. Arbelaez, Chair/Lead Ambassador Colombia</i> <i>Dr. Sama, ACEP President</i> <i>Dr. Holliman, IFEM President</i> <i>Bobby Heard, Associate Executive Director, ACEP Membership and Education</i>
9:00 a.m. – 10:00 a.m.	<b>ACEP Ambassador Program:</b> ACEP Ambassador Conference Objectives <i>Ambassador Guidelines</i> <i>Ambassador Country Report</i>	<i>Dr. Arbelaez</i>
10:00 a.m. – 11:45 a.m.	<b>Strategic Planning Discussion</b> Understanding the Ambassador Role <i>Experiences, Challenges, and Needs</i>	<i>Dr. Arbelaez</i>
11:45 a.m. – 1:00 p.m.	<b>Lunch</b>	
1:00 p.m. – 2:30 p.m.	<b>Introduction to Facilitated Dialogue &amp; Educational Toolkit Workshop:</b> Ambassador's Global Role to educate, engage, and promote ACEP's mission  A) Educate - Moderator - <i>Dr. Lin</i> B) Engage - Moderator - <i>Dr. Macias</i> C) Promote - Moderator - <i>Dr. Hall</i>	<i>Stephanie Schonholz &amp; Dr. Arbelaez</i>
2:30 p.m. – 2:45 p.m.	<b>Break</b>	

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2:45 p.m. – 3:15 p.m.	<b>Workshop Session Presentations by Moderators / Group Discussion</b>	<i>Dr. Arbelaez, Moderators: Dr. Hall, Dr. Lin, &amp; Dr. Macias</i>
3:15 p.m. – 3:45 p.m.	<b>Annual Conference Agenda Working Groups</b>	<i>Dr. Arbelaez Moderators: Dr. Hall, Dr. Lin &amp; Dr. Macias</i>
3:45 p.m. – 4:00 p.m.	<b>Wrap- Up &amp; Closing Remarks</b>	<i>Dr. Arbelaez</i>

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## APPENDIX

### ACEP Ambassador Educational Toolkit

The following is a list of Toolkit items that were discussed during the working group and prepared during the conference. The Toolkit will be a tiered online repository that is organized by level of country development and includes web-based links and supporting documents.

#### Educate

- Searchable database for regional/global EM facts
- Training curriculum
- History of emergency medicine
- Emergency medicine FAQ
- Topical documents
- PowerPoint presentation with talking points
- Guidelines that outline how to initiate conversations
- Key points on the current residency program
- Links to ACEP sections that support the International Section
- ACEP “At-A-Glance”
- ACEP FAQ
- Ambassador Log

#### Engage

- EM Fact Book organized by country and region
- Conference networking
- “How to Be a Successful Ambassador”
- “Art of Negotiation”
- “Art of Diplomacy”
- “The Value of Collaboration”
- Links to CME products
- E-mail Templates

#### Promote

- Definition of Ambassador Role
- Definition of EM care and EM medicine
- Staged promotion of emergency care based on culture
- WHO data
- Links to cross cultural/societal partnerships (ex. OME)
- Membership based on country development
- Ambassador Business Cards
- ACEP Brochure
- International Section Brochure
- Membership Info & Application Process
- Flier Templates
- Calendar