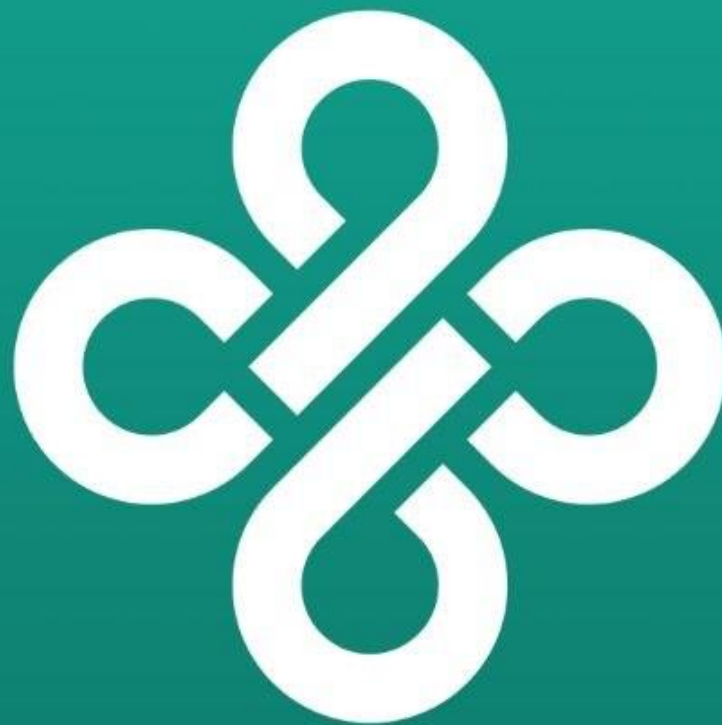


# **EPSF 31<sup>st</sup> Congress Hosting Proposal**

**By EPSF-Mansoura**



# **ANNUAL CONGRESS**

**epsf**



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## About Mansoura University:

*“Education is considered one of the basic pillars where countries can be developed through qualifying generations that are able to cope with the way of progress and prosperity in all fields.”*

- President of Mansoura University Prof. Sherif Khater.

With a long and rich history, Mansoura University stands tall! It has been the University's strategy to recruit all its facilities for the students' benefit. Students and their representation along with the university are successful partners who go hand in hand to achieve more. Back in **2022**, EPSF-Mansoura was in the lead representing the university's past, present and future to achieve another milestone! Being the first accredited university in Egypt.

### Establishment:

The faculty of medicine was founded in **1962** as a branch of Cairo University. In **1972**, a presidential decree [article number (**49**) in the constitution] announced the establishment of the university under the name "East Delta University". Later, its name was changed to Mansoura University in **1973**. Mansoura University is a university to be founded in Egypt. Its campus occupies an area of approximately (**300**) acres from the southwest side of Mansoura.

- History: [[Link](#)].
- Mansoura University Promo: [[Link](#)].

### Vision:

Achieving excellence, leadership locally and internationally for producing a knowledgeable society through sustainable development, effective community partnerships and internationalization.

## Mission:

Providing distinguished educational and research programs that serve the community by providing a technological environment supportive of lifelong learning, scientific research and innovation and building effective partnerships locally and internationally according to international standards.

## Objectives:

1. Strengthening the university's capability to develop institutional performance and achieve excellence in all fields.
2. Supporting the system of quality assurance and sustainable enhancing in terms of international quality criteria.
3. Supporting the administrative system and developing its individuals' skills.
4. Developing financial and material resources, infrastructure and technology.
5. Supporting and developing skills of junior and faculty members.
6. Supporting students and graduates and developing their skills.
7. Supporting and developing the education and learning system.
8. Developing scientific research and scientific activities' system.
9. Achieving social engagement and [[sustainable development](#)].
10. The internationalization of the university in accordance with enhancing its competitive ability.

## Ranking:

- [[QS- Top Universities Ranking](#)].
- [[The World Universities Rankings \(SDG Impact Rankings - Emerging Economics UR\)](#)].

## Medical Centers:

Mansoura is recognized by its distinguished role in the medical scene through its workforce and the specialized medical centers which provide both medical and academic services.

Hospitals	Medical Centers
MU Hospitals	Nephrology and Urology Center [The biggest in its kind in Africa]
Emergency Hospital	Ophthalmology Center
Specialized Medical Hospital	Gastrointestinal Surgery Center
Children's Hospital	Oncology Center
Students' Hospital	

## Achievements:

On Wednesday, **27 July 2022**, National Authority for Quality Assurance of Education and Accreditation [NAQAA] accredited Mansoura University as the **(1st)** Egyptian governmental university to receive an institutional accreditation certificate by the Education Quality Authority.

Mansoura University is listed among the [\[Best Egyptian Universities in \(10\) Disciplines\]](#) in QS World University Rankings.



## EPSF-Mansoura Profile:

EPSF-Mansoura refers to local association of EPSF [Egyptian Pharmaceutical Students Federation] in Mansoura University. In **1992**, the scientific association was established in the Faculty of Pharmacy, Mansoura University as SAMPS [Scientific Association of Mansoura Pharmacy Students] for the purpose of upgrading the level of pharmacy career in Egypt. In September **2014**, the name of SAMPS changed to EPSF-Mansoura according to the EPSF announcement, and as being a full member in EPSF, EPSF-Mansoura gained its validity.

EPSF was established in **1982** and about (**39**) scientific associations from different Egyptian universities are now involved in this union, represents more than (**50,000**) students in pharmacy colleges, which carries out its activities under a direct supervision of the General Syndicate of the Egyptian pharmacists.

EPSF itself is considered as a member of IPSF [International Pharmaceutical Students' Federation] which was founded in **1949** and its headquarter lies in Netherland, Holland. Nowadays, IPSF represents more than (**350,000**) pharmacy students and young graduates from (**84**) countries worldwide.

## Achievements:

- The best association for (**2**) successive years **2012/ 2013, 2013/ 2014**.
- The (**2nd**) best association **2014/ 2015**.
- The (**5th**) best association **2015/ 2016**.
- The (**4th**) best association **2016/ 2017**.
- The (**4th**) best association **2017/ 2018**.
- Best organizing national event [SOTW] **2013/ 2014**.
- Organizing (**16**) medical convoys.
- Best (**4th**) association **2018/ 2019**.
- EPSF Green Cup **2018/ 2019**.



- EPSF Circle of Excellence for (5) successive years 2020/ 2021, 2021/ 2022, 2022/2023, 2023/2024, and 2025/2026.
- Best SOTW 2020/ 2021 and 2022/2023.
- Best Extra Event "The Cresset" 2024-2025.
- Among the best LAs in "Morals and Values" aspects through successive years.

## Experience in Regional & National hosting:

- Organized the EPSF (15th) conference and was awarded for it.
- Hosting EPSF (7th) symposium 18-19/ 3/ 2008.
- Hosting EPSF (17th) symposium 2017/ 2018 (ومضة).
- Hosting and organizing EPSF (35th) final GA 2014.
- Hosting and organizing SOTW for (9) years 2013-2017, 2018/ 2019, 2020/ 2021, 2022/ 2023, and 2025/2026.
- Hosting EPSF (1st) constitutional meeting 2017.
- Hosting SEP interviews [Delta region] 2016/ 2017.
- Hosting SYE [phase (2)] 2017/ 2018.
- Hosting SEP (4) times and winning best SEP hosting once 2017/ 2018.
- Hosting Regional Blood Donation Campaign 2021/ 2022.
- Hosting EPSF (28th) congress 2023/2024.
- Hosting LIT camp 2023/2024.
- Hosting EPSF 3<sup>rd</sup> Regional Educators Wave (Delta Region) 2023-2024.
- Hosting EPSF SOTW 18<sup>th</sup> 2025-2026.
- Innovated "The Cresset" conference in 2021-2022 and created (3) successful versions encompassing (700) students.



## Why EPSF-Mansoura?

*“Non nobis solum nati sumus. (Not for ourselves alone are we born.)”*

— Marcus Tullius Cicero

It has always been about helping others take a step forward in their lives by getting to know their potential or even more, themselves!

We have devoted all of our efforts to help our members, and if possible other EPSFers, to enhance their mentality and belonging to EPSF, and by default to EPSF-Mansoura.

Hosting this version of EPSF's Congress will give us another venue to achieve that ultimate goal and prepare the unique generation of EPSF-Mansoura and empower them to serve and lead. Amongst all the student activities, EPSF-Mansoura is well known for its influence and maturity. That helped build the trust of the faculty and subsequently the university made us their first choice. To advance that position, hosting the Annual Congress is the right move. History gives credibility and when it comes to history, our book is rich, starting with being “Best Performing Association” for the mandates (2012-13) and (2013-14) and continuing to be one of the best performing five associations for the succeeding mandates. That along with the undeniable experience in hosting national and mega events, including hosting EPSF final GA (2013), SOTW for (9) times, the (17th) National Symposium, and (28th) Congress, show our preparedness to well represent EPSF. A final highlight to be made is that the full support of our predecessors and experienced older generations, who made all this possible, is guaranteed. So, on behalf of EPSF-Mansoura we hope that we have managed to show our aim and aspiration to take this honorable step.



## Vision:

“Empowering a generation of pharmacy students to become career-ready, highly skilled, and well-prepared to understand and engage with real-world opportunities in healthcare and pharmaceutical practice.”

## Mision:

- Providing structured and meaningful exposure to a wide range of pharmaceutical career pathways through direct interaction with experienced professionals and real field insights.
- Connecting students with experts to offer realistic perspectives on different career journeys and professional growth opportunities.
- Bridging the gap between academic knowledge and real-world practice by linking theoretical concepts to actual applications in various pharmacy fields.
- Enhancing students' practical, technical, and professional skills to meet the evolving demands of the healthcare and pharmaceutical sectors.
- Developing a professional mindset that prepares students for workplace expectations, responsibilities, and challenges.
- Creating an interactive and engaging environment that encourages participation, discussion, and active learning.
- Promoting critical thinking and problem-solving through exposure to real-life scenarios and case-based discussions.
- Simulating real work settings to help students better understand daily tasks and workflow in different career paths.
- Supporting students in exploring diverse career options beyond traditional pharmacy roles.
- Clarifying the nature of work, responsibilities, and expectations within each pharmaceutical field.
- Encouraging continuous learning, self-development, and adaptability in a rapidly evolving industry.

- Building students' confidence in navigating different career opportunities and professional environments.
- Strengthening communication, teamwork, and professional interaction skills.
- Guiding students toward building a clear, realistic, and achievable career direction.
- Creating a supportive space that encourages students to share their work, ideas, and experiences within a professional environment.
- Motivating students to actively participate and express their skills through side activities and interactive segments.
- Promoting a culture of creativity, initiative, and peer-to-peer learning among participants.
- Providing a platform for students to present their ideas and talents within a professional setting.

## Objectives:

- Providing comprehensive and detailed exposure to different pharmaceutical career paths and their real-world relevance.
- Explaining clear starting points for each career, including required steps, training, and entry opportunities.
- Identifying essential academic knowledge, technical competencies, and soft skills needed for success in each field.
- Delivering scientific and practical knowledge across key pharmacy topics in an applicable and understandable way.
- Developing practical skills through interactive workshops, hands-on activities, and real-life examples.
- Enhancing students' understanding of actual job roles, responsibilities, and daily work environments.
- Introducing commonly used tools, technologies, and systems in different pharmaceutical sectors.



- Demonstrating how pharmaceutical knowledge is applied in clinical, industrial, and research settings.
- Improving analytical thinking and problem-solving abilities through practical scenarios.
- Strengthening communication and teamwork skills required in professional healthcare environments.
- Providing insight into workplace expectations, performance standards, and professional conduct.
- Highlighting common challenges in each field and practical approaches to handling them effectively.
- Expanding awareness of emerging and non-traditional career opportunities in pharmacy.
- Supporting students in building a strong foundation for transitioning from academic life to professional practice.
- Enabling students to confidently understand, approach, and pursue their chosen career paths.
- Encouraging students to present their own work, projects, or ideas related to pharmacy and healthcare.
- Providing opportunities for active participation beyond sessions through interactive and competitive activities.
- Supporting students in showcasing their skills and gaining feedback in a constructive environment.
- Organizing a competition that allows students to apply what they learned in a practical and competitive setting.
- Encouraging participants to present ideas, projects, or solutions related to pharmacy and healthcare.
- Enhancing critical thinking, teamwork, and presentation skills through competition.
- Providing recognition and motivation for outstanding participants.
- Creating a dynamic experience that combines learning, application, and engagement.



## Opening Ceremony:

### Invitations to VIPs:

- The president of Mansoura University.
- The vice president of Mansoura University for student affairs.
- The vice president of Mansoura University for postgraduates and research.
- The vice president of Mansoura University for social and environmental affairs.
- The dean of the faculty of pharmacy.
- The vice dean of student affairs.
- The vice dean of postgraduates and research.
- The vice dean of social and environmental affairs.
- The dean of the faculty of medicine.
- The dean of the faculty of dentistry.
- The dean of the faculty of science.
- General Pharmacy Syndicate Chairman.
- Dakahlia Pharmacy Syndicate Chairman.
- The governor of the Dakahlia governorate.
- The director of state security.
- Public Figures.
- Faculty deans of other colleges at Mansoura University.
- Egyptian Universities' Presidents.
- Deans of Egyptian faculties of pharmacy.

### Opening Program:

- Special Guests & Honorees.
- Recitation of Quran Kareem.
- National Anthem.
- A concert presented by the Mansoura University Choir.



- Mega Public figure talk.
- A special segment of the ceremony for the history of EPSF & EPSF Annual Congress.

## Educational Program

*“The future depends on what you do today.”*

This learning journey is designed to guide each step with purpose, where every day represents a pathway toward clearer, more confident decisions about our professional future.

It will be applied through:

1. Sessions
2. Workshops
3. Talks.
4. CSR
5. Competition
6. Side Event

### Days Overview:

Main Pathway	Backup (1)	Backup (2)
<p><b>Day1:</b></p> <ul style="list-style-type: none"> <li>• From Lab to Life: The Data Journey in Healthcare</li> <li>• (R&amp;D - Bioinformatics - Digital Health)</li> </ul>	<p><b>Day1:</b></p> <ul style="list-style-type: none"> <li>• Panel (Industrial - training - Medical Rep)</li> <li>• CV &amp; LinkedIn WS.</li> </ul>	<p><b>Day1:</b></p> <ul style="list-style-type: none"> <li>• Panel (Community-Hospital - Clinical)</li> <li>• Patient counseling WS.</li> </ul>



<ul style="list-style-type: none"> <li>• AI tools in healthcare WS.</li> <li>• Talks: training &amp; Medical Rep</li> </ul>		
<p>Day 2</p> <ul style="list-style-type: none"> <li>• Clinical pharmacy</li> <li>• Nutrition in Clinical Practice WS.</li> <li>• QC</li> <li>• Problem solving in QC WS.</li> <li>• Talk: Nutrition</li> </ul>	<p>Day 2</p> <ul style="list-style-type: none"> <li>• Clinical pharmacy</li> <li>• Patient counseling WS.</li> <li>• Nutrition</li> <li>• AI Apps in Nutrition</li> </ul>	<p>Day 2</p> <ul style="list-style-type: none"> <li>• Cosmetics Specialist</li> <li>• Formulation &amp; stability Basics</li> <li>• Freelancing</li> <li>• Personal Branding</li> </ul>
<p>Day 3</p> <ul style="list-style-type: none"> <li>• Cosmetics.</li> <li>• Placebo WS.</li> <li>• Digital Marketing.</li> <li>• Content Creation</li> <li>• Talk: Freelancing &amp; industry</li> </ul>	<p>Day 3</p> <ul style="list-style-type: none"> <li>• Community Pharmacy.</li> <li>• First Aid Workshop.</li> <li>• Cosmetics.</li> <li>• How to Brand the Product.</li> </ul>	<ul style="list-style-type: none"> <li>• Day 3</li> <li>• Medical writing</li> <li>• Tools &amp; tech skills</li> <li>• Training</li> <li>• Presentation Techniques</li> </ul>
<p>Day 4</p> <ul style="list-style-type: none"> <li>• Informatics Specialist.</li> </ul>	<p>Day 4</p> <ul style="list-style-type: none"> <li>• Research</li> </ul>	<p>Day 4</p> <ul style="list-style-type: none"> <li>• Medical Rep</li> </ul>



<ul style="list-style-type: none"> <li>• Programming Foundation for Health care WS.</li> <li>• Pharmacogenetics.</li> <li>• Gene Expression data analysis WS.</li> </ul>	<ul style="list-style-type: none"> <li>• Research Basics WS.</li> <li>• Forensic medicine</li> <li>• Problem solving WS.</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Communication</li> <li>• Q.C</li> <li>• Problem solving WS.</li> </ul>
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## Details:

### Day 1 “From Data to Cure”

Career Pathway	Type	Aim	Objectives	Speaker
The Data journey in Health Care	Panel Discussion (R&D Bioinformatics -Digital Health)	To bridge students with real-world career paths in R&D, Bioinformatics, and Digital Health, and guide them on how to enter, grow, and succeed in these fields.	<ul style="list-style-type: none"> <li>• Understanding how to start in R&amp;D, Bioinformatics, and Digital Health.</li> <li>• Identifying required skills and qualifications for each field.</li> <li>• Exploring the nature of work in different career paths.</li> <li>• Recognizing common challenges and ways to overcome them.</li> </ul>	Dr.Karim Elhawary Dr.Ahmed Hassan.



			<ul style="list-style-type: none"> <li>Gaining insight into real-life opportunities and prospects.</li> </ul>	
AI tools in healthcare	Workshop	Introducing participants to the use of AI tools in healthcare and their practical applications.	<ul style="list-style-type: none"> <li>Understanding the basics of AI tools in healthcare.</li> <li>Exploring different AI applications in diagnosis, treatment, and decision-making.</li> <li>Identifying commonly used AI tools in the healthcare field.</li> <li>Developing basic hands-on awareness of AI-driven healthcare solutions.</li> <li>Recognizing the impact of AI on improving patient care and workflow efficiency.</li> </ul>	Dr.Abd Elaziz
Training	Talk	Introducing basic concepts of training and the role of a Medical Representative.	<ul style="list-style-type: none"> <li>Understanding the purpose of training in professional development.</li> <li>Getting a quick overview of Medical</li> </ul>	Dr.Mohamed Saad



			<p>Representative role and responsibilities.</p> <ul style="list-style-type: none"> <li>• Recognizing essential skills needed for the field.</li> </ul>	
Medical Rep	Talk	Introducing the role of a Medical Representative and its importance in healthcare industry.	<ul style="list-style-type: none"> <li>• Understanding the responsibilities of a Medical Representative.</li> <li>• Exploring how Medical Reps interact with healthcare professionals.</li> <li>• Recognizing the key skills required for success in the role.</li> </ul>	Dr.Ramy Mohamed

Day 2 “Clinical practice for better patient care”

Pathway	Type	Aim	Objectives	Speaker
Clinical pharmacy	Session	Clarifying the clinical pharmacist's direct impact on patient care through medication management and therapeutic decision support.	<ul style="list-style-type: none"> <li>• Explaining the full scope of clinical pharmacy practice within healthcare teams.</li> <li>• Differentiating clinical pharmacy from hospital pharmacy in terms of role, focus, and responsibilities.</li> <li>• Describing the clinical pharmacist's involvement in medication review, dose adjustment, and therapy optimization.</li> <li>• Highlighting real-life scenarios where clinical pharmacists improve patient outcomes and</li> </ul>	Dr.Heba Lotfy



			<p>reduce medication errors.</p> <ul style="list-style-type: none"> <li>• Identifying the collaboration process between clinical pharmacists, physicians, and other healthcare professionals.</li> <li>• Recognizing the essential clinical, communication, and decision-making skills required in practice.</li> </ul>	
Nutrition in clinical pharmacy practice	Workshop	Understanding the integration of nutrition principles within clinical pharmacy practice to optimize patient health outcomes.	<ul style="list-style-type: none"> <li>• Understanding basic nutrition concepts relevant to clinical practice.</li> <li>• Identifying the role of nutrition in disease prevention and management.</li> <li>• Exploring how nutritional status affects drug therapy and patient response.</li> </ul>	<p>Dr.Ola Mekhemer</p> <p>Dr.Nilly Shams</p>



			<ul style="list-style-type: none"> <li>• Recognizing common nutritional deficiencies and their clinical implications.</li> <li>• Understanding the clinical pharmacist's role in nutritional assessment and support.</li> <li>• Applying nutrition knowledge in supporting individualized patient care plans.</li> </ul>	
Quality Control	Session	Introducing Quality Control as a critical career path ensuring safety, efficacy, and compliance in pharmaceutical products.	<ul style="list-style-type: none"> <li>• Understanding the role of Quality Control in the pharmaceutical industry.</li> <li>• Exploring the workflow of QC labs and routine testing procedures.</li> <li>• Identifying the difference between Quality</li> </ul>	<p>Dr. Mostafa Shawky.</p> <p>Dr. Hany Elqanawy.</p>



			<p>Control and Quality Assurance.</p> <ul style="list-style-type: none"> <li>• Recognizing key responsibilities of a QC analyst in real work settings.</li> <li>• Highlighting required skills and technical competencies for the field.</li> <li>• Gaining awareness of career opportunities and industry pathways in QC.</li> </ul>	
Problem solving in QC	Workshop	Developing analytical thinking and problem-solving skills in Quality Control to ensure product quality and compliance.	<ul style="list-style-type: none"> <li>• Understanding common problems encountered in QC laboratories.</li> <li>• Identifying possible root causes of quality deviations and errors.</li> <li>• Applying structured approaches for</li> </ul>	Dr. Mostafa Bihary



			<p>problem analysis and resolution.</p> <ul style="list-style-type: none"> <li>• Enhancing decision-making skills in handling out-of-specification (OOS) results.</li> <li>• Developing critical thinking in interpreting QC data and results.</li> </ul>	
Nutrition	Talk	Exploring Nutrition as a growing healthcare career and its impact on patient care and public health.	<ul style="list-style-type: none"> <li>• Understanding nutrition as a healthcare career.</li> <li>• Exploring main career paths in nutrition.</li> <li>• Recognizing the role of nutrition in patient care and disease management.</li> <li>• Identifying basic skills and opportunities in the field.</li> </ul>	Dr.Salah Darwish.



Day 3 “Pharma beyond the lab and into the market.”

Pathway	Type	Aim	Objectives	Speaker
Cosmetics	Session	Exploring Cosmetics as a multidisciplinary career field that combines science, innovation, and industry applications.	<ul style="list-style-type: none"> <li>• Understanding the scope and importance of the cosmetics industry in healthcare and market.</li> <li>• Identifying different career paths in cosmetics such as formulation, R&amp;D, quality control, regulatory affairs, and marketing.</li> <li>• Exploring the role of pharmacists in cosmetic product development, safety evaluation, and compliance.</li> <li>• Understanding the process of developing a cosmetic product from idea to market.</li> <li>• Recognizing the difference between</li> </ul>	<p>Dr.Essam Soman.</p> <p>Dr.Kyrillos Abouda.</p>



			<p>cosmetic, cosmeceutical, and pharmaceutical products.</p> <ul style="list-style-type: none"> <li>• Highlighting key skills required for working in the cosmetics field.</li> <li>• Gaining awareness of real job opportunities and industry sectors in cosmetics.</li> </ul>	
Placebo Effect	Workshop	Understanding the placebo effect and its influence on perceived efficacy of cosmetic and therapeutic products.	<ul style="list-style-type: none"> <li>• Understanding the concept of placebo and nocebo effects.</li> <li>• Exploring how perception influences patient and consumer outcomes.</li> <li>• Linking placebo effect to cosmetics and skincare product experiences.</li> <li>• Identifying factors that affect product satisfaction beyond active ingredients.</li> </ul>	Dr.Noha Mansour



			<ul style="list-style-type: none"> <li>Recognizing the importance of psychology in cosmetics marketing and formulation perception.</li> </ul>	
Digital Marketing	Session	Exploring digital marketing as a modern career path in the pharmaceutical and healthcare industry.	<ul style="list-style-type: none"> <li>Understanding the role of digital marketing in the pharmaceutical field.</li> <li>Identifying different career paths such as pharma branding, social media management, and medical content marketing.</li> <li>Exploring how pharmacists contribute to healthcare communication and product promotion.</li> <li>Recognizing key skills required for success in digital marketing.</li> </ul>	Dr.Randa EIBANNA.



			<ul style="list-style-type: none"> <li>Gaining awareness of job opportunities in pharma digital marketing and healthcare communication.</li> </ul>	
Content Creation	Workshop	Developing skills to transform scientific pharmaceutical knowledge into clear and engaging content.	<ul style="list-style-type: none"> <li>Understanding principles of effective scientific communication.</li> <li>Identifying how to simplify complex medical and pharmaceutical information.</li> <li>Exploring different formats of scientific content (posts, reels scripts, infographics).</li> <li>Applying accuracy and evidence-based principles in content creation.</li> <li>Practicing how to make content both scientifically correct and audience-friendly.</li> </ul>	Dr.Salma Hussien. Coach Sama.



Freelancing	Talk	Introducing freelancing as a flexible career path for pharmacists.	<ul style="list-style-type: none"> <li>• Understanding the basics of freelancing.</li> <li>• Exploring common freelancing fields in pharmacy and healthcare.</li> <li>• Recognizing how to start and key skills needed.</li> </ul>	Dr.Mahmoud Bravo
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Day 4 “The future of medicine is precision and code”

Pathway	Type	Aim	Objectives	Speaker
Informatics specialist	Session	Introducing the role of Informatics Specialist in healthcare systems and its applications in improving clinical and pharmaceutical services.	<ul style="list-style-type: none"> <li>• Understanding the role of an Informatics Specialist in healthcare.</li> <li>• Exploring how data and information systems are used in healthcare and pharmacy practice.</li> <li>• Identifying main career paths in</li> </ul>	Dr.Ahmed Ayman



			<p>health informatics.</p> <ul style="list-style-type: none"> <li>• Recognizing required technical and analytical skills for the field.</li> <li>• Gaining awareness of job opportunities in healthcare informatics.</li> </ul>	
<p>Programming foundation in health care</p>	<p>Workshop</p>	<p>Introducing the basics of programming and its applications in healthcare and pharmaceutical fields.</p>	<ul style="list-style-type: none"> <li>• Understanding basic programming concepts and logic.</li> <li>• Exploring how programming is used in healthcare and pharmacy applications.</li> <li>• Identifying simple tools and languages used in health-related programming.</li> <li>• Recognizing the role of coding in data handling</li> </ul>	<p>Eng.Eyad Essa.</p>



			<p>and healthcare systems.</p> <ul style="list-style-type: none"> <li>• Gaining basic awareness of how programming supports clinical and research work.</li> </ul>	
Pharmacogenetics	Session	Introducing pharmacogenetics as a career field focused on personalized medicine based on genetic variation.	<ul style="list-style-type: none"> <li>• Understanding the concept of pharmacogenetics and its role in drug response.</li> <li>• Exploring how genetic differences affect drug efficacy and safety.</li> <li>• Identifying main career paths in pharmacogenetics and personalized medicine.</li> <li>• Recognizing required skills in genetics, pharmacology, and data interpretation.</li> </ul>	Dr.Hoda Ezat.



			<ul style="list-style-type: none"> <li>Gaining awareness of real-world applications and job opportunities in the field.</li> </ul>	
Gene Expression Data Analysis	Workshop	Introducing gene expression data analysis and its role in understanding biological and disease mechanisms.	<ul style="list-style-type: none"> <li>Understanding the basics of gene expression and how it is measured.</li> <li>Exploring common methods used in gene expression data analysis.</li> <li>Identifying how gene expression data is used in research and healthcare.</li> <li>Recognizing basic tools and skills needed for data analysis in this field.</li> <li>Gaining awareness of how gene expression analysis supports disease</li> </ul>	Dr.Sally Elsahar



			understanding and drug development.	
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### Backup Sessions & Workshops:

Pathway	Type	Aim	Objectives	Speaker
Career Unlocked (Industrial - training - Medical Rep)	Panel Discussion	Providing clear direction for students to choose, start, and grow in different pharmaceutical career pathways.	<ul style="list-style-type: none"> <li>Understanding the differences between industrial, training, and medical representative careers.</li> <li>Exploring real job roles, responsibilities, and work environments in each field.</li> <li>Identifying the exact skills and qualifications needed to enter each track.</li> <li>Highlighting challenges, career</li> </ul>	Dr.Mohamed Fathy. Dr.Hesham Ahmed. Dr.Nada Mohamed.



			<p>growth, and advancement opportunities.</p> <ul style="list-style-type: none"> <li>• Delivering practical insights and tips to help students take their first step with confidence.</li> </ul>	
<p>Pharma Fields: Where Do You Belong?  (Community - Hospital - Clinical)</p>	<p>Panel discussion</p>	<p>Giving a clear, realistic view of pharmacy practice fields to help students make informed career choices.</p>	<ul style="list-style-type: none"> <li>• Revealing the real differences between community, hospital, and clinical practice.</li> <li>• Exploring what actually happens in each field on a daily basis.</li> <li>• Identifying the mindset and skills needed to succeed in each path.</li> <li>• Highlighting real challenges and expectations in practice.</li> <li>• Helping students decide where they truly fit.</li> </ul>	<p>Dr.Mennatollah Ayman.  Dr.Abderhman Mohamed.  Dr.Mostafa Saraf Eldin.</p>



Nutrition	Session	Positioning nutrition as a key healthcare career impacting patient outcomes and public health.	<ul style="list-style-type: none"> <li>• Understanding the scope of nutrition as a professional field in healthcare.</li> <li>• Exploring different career paths such as clinical nutrition, community nutrition, sports nutrition, and industry roles.</li> <li>• Identifying the role of nutritionists in disease prevention, management, and patient support.</li> <li>• Understanding the integration between nutrition and other healthcare professions, especially pharmacy.</li> <li>• Recognizing required skills, qualifications, and certifications in the field.</li> <li>• Highlighting real work environments</li> </ul>	Dr.Esraa Hasan.
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			<p>and daily responsibilities.</p> <ul style="list-style-type: none"> <li>• Gaining awareness of job opportunities and career growth in nutrition.</li> </ul>	
Community pharmacy	Session	Highlighting the role of community pharmacy in delivering accessible healthcare services and patient support.	<ul style="list-style-type: none"> <li>• Understanding the scope of community pharmacy in primary healthcare.</li> <li>• Exploring the pharmacist's role in patient counseling and medication dispensing.</li> <li>• Identifying common services provided in community pharmacies.</li> <li>• Recognizing the interaction between pharmacists and patients in real settings.</li> <li>• Highlighting challenges faced in</li> </ul>	Dr.Dhshan Hassan.



			<p>community pharmacy practice.</p> <ul style="list-style-type: none"> <li>• Understanding required skills such as communication, decision-making, and patient care.</li> <li>• Gaining awareness of career opportunities and development in community pharmacy.</li> </ul>	
Research	Session	Exploring research as a career path and how to build a successful journey in scientific research.	<ul style="list-style-type: none"> <li>• Understanding the fundamentals of scientific research and its role in healthcare.</li> <li>• Exploring different research fields and career pathways.</li> <li>• Identifying the steps to start a career in research.</li> <li>• Recognizing essential skills such as critical thinking, data analysis, and scientific writing.</li> <li>• Understanding how to read,</li> </ul>	EPSF Researchers.



			<p>analyze, and contribute to scientific literature.</p> <ul style="list-style-type: none"> <li>• Highlighting common challenges in research and how to overcome them.</li> <li>• Learning key habits and strategies that lead to success in research.</li> </ul>	
Forensic Pharmacy	Session	Exploring the role of pharmacists in forensic medicine and how they contribute to legal and toxicological investigations.	<ul style="list-style-type: none"> <li>• Understanding the scope of forensic medicine and its relation to pharmacy.</li> <li>• Differentiating between the roles of pharmacists and other professionals in forensic fields.</li> <li>• Identifying the pharmacist's role in toxicology, drug analysis, and forensic investigations.</li> <li>• Exploring real applications of</li> </ul>	Dr.Mahmoud Elsabai.



			<p>pharmaceutical knowledge in legal cases.</p> <ul style="list-style-type: none"> <li>• Recognizing required skills and qualifications for entering the forensic field.</li> <li>• Highlighting career opportunities for pharmacists in forensic and toxicology sectors.</li> </ul>	
Freelancing	Session	Exploring freelancing as a flexible and diverse career path for pharmacists and how to build a successful freelance journey in healthcare-related fields.	<ul style="list-style-type: none"> <li>• Understanding the concept of freelancing in pharmacy-related fields.</li> <li>• Exploring main freelancing areas such as medical writing, content creation, and marketing.</li> <li>• Identifying platforms and basic steps to start freelancing.</li> <li>• Recognizing essential skills needed for success.</li> </ul>	Dr.Ahmed Elsaid.



			<ul style="list-style-type: none"> <li>• Understanding challenges and how to manage them in freelance work.</li> </ul>	
Medical Writing	Session	Exploring medical writing as a pharmacy career and its role in communicating scientific and healthcare information.	<ul style="list-style-type: none"> <li>• Understanding the concept and scope of medical writing in healthcare.</li> <li>• Exploring different types such as scientific, regulatory, and educational writing.</li> <li>• Identifying how pharmacists contribute to accurate medical content creation.</li> <li>• Recognizing basic skills required such as writing, research, and scientific understanding.</li> <li>• Gaining awareness of career opportunities in medical writing.</li> </ul>	Dr.Menna Ali.



Training	Session	Introducing training as a foundational step in building a pharmaceutical career and gaining practical experience.	<ul style="list-style-type: none"> <li>• Understanding the importance of training in pharmacy career development.</li> <li>• Exploring different training fields related to pharmacy practice and industry.</li> <li>• Identifying how training helps in applying theoretical knowledge in real settings.</li> <li>• Recognizing key skills gained through training experiences.</li> <li>• Understanding how to choose and benefit from training opportunities.</li> </ul>	Dr.Rahma Mohamed.
Medical Representative	Session	Exploring the role of Medical Representative as a key career linking pharmacy	<ul style="list-style-type: none"> <li>• Understanding the role and responsibilities of a Medical Representative.</li> </ul>	Dr.Sama Ali.



		knowledge with the healthcare market.	<ul style="list-style-type: none"> <li>• Exploring how pharmacists interact with doctors and healthcare professionals in this field.</li> <li>• Identifying required communication and sales skills for the job.</li> <li>• Recognizing how pharmaceutical knowledge is applied in real market situations.</li> <li>• Gaining awareness of career opportunities and growth in this field.</li> </ul>	
Patient Counseling	Workshop	Developing effective patient counseling skills for safe and proper medication use.	<ul style="list-style-type: none"> <li>• Understanding the principles of effective patient communication.</li> <li>• Identifying common counseling points for medications.</li> <li>• Practicing how to explain drug use in</li> </ul>	Dr.Noha Elbosily



			<p>a simple and clear way.</p> <ul style="list-style-type: none"> <li>• Recognizing common patient errors and how to correct them.</li> </ul>	
Formulation & Stability Basics (Cosmetics)	Workshop	Introducing the basic principles of cosmetic formulation and product stability.	<ul style="list-style-type: none"> <li>• Understanding basic concepts of cosmetic formulation.</li> <li>• Identifying factors affecting product stability and shelf life.</li> <li>• Recognizing the role of pharmacists in cosmetic product development.</li> <li>• Linking formulation basics to real cosmetic products.</li> </ul>	Dr.Hussien Saltan
Personal Branding	Workshop	Building a strong personal brand for pharmacy students and professionals.	<ul style="list-style-type: none"> <li>• Understanding the concept of personal branding.</li> <li>• Identifying how to present yourself professionally online and offline.</li> </ul>	Dr.Ebrahim Abo Elmagd



			<ul style="list-style-type: none"> <li>• Recognizing key elements of a strong professional identity.</li> <li>• Learning how to showcase skills and achievements effectively.</li> </ul>	
Presentation Techniques	Workshop	Improving presentation skills for scientific and professional communication.	<ul style="list-style-type: none"> <li>• Understanding the basics of effective presentations.</li> <li>• Learning how to structure and deliver clear content.</li> <li>• Developing confidence in public speaking.</li> <li>• Recognizing common mistakes and how to avoid them.</li> </ul>	Dr.Omar Mohamed.
Strategic Technicalities	Workshop	Developing strategic thinking and practical skills needed for success in the Medical Representative field..	<ul style="list-style-type: none"> <li>• Understanding the basics of strategic planning in pharmaceutical sales.</li> <li>• Identifying how Medical Representatives</li> </ul>	Dr.Ashraf Ali.



			<p>analyze markets and competitors.</p> <ul style="list-style-type: none"> <li>• Applying technical knowledge of products in real field situations.</li> <li>• Developing decision-making and problem-solving skills during doctor interactions.</li> <li>• Recognizing how strategy improves performance and communication effectiveness.</li> </ul>	
Tools & Tech Skills	Workshop	Introducing essential digital tools and technical skills for pharmacy-related work.	<ul style="list-style-type: none"> <li>• Exploring commonly used tools in healthcare and pharmacy fields.</li> <li>• Understanding basic digital skills needed in professional work.</li> <li>• Identifying how technology improves productivity and accuracy.</li> </ul>	Eng.Hassan Ali.



			<ul style="list-style-type: none"><li>• Gaining awareness of tools used in data handling and communication.</li></ul>	
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## Competition:

This competition is designed to bridge the gap between theoretical knowledge and real-world healthcare practice.

Participants will work to solve practical healthcare-related challenges across different professional tracks, transforming their learning into innovative and impactful solutions.

No	Competition	Objectives	Description
1.	Marketing Track	<p>Promote safe and informed use of cosmetic products</p> <p>Raise awareness about skincare safety and product selection</p> <p>Develop creative health communication skills</p> <p>Translate cosmetic science into simple public messages</p>	<p>Choose a cosmetics-related topic (skincare safety / fake vs original products / acne care products)</p> <p>Build a full awareness campaign</p> <p>Required outputs:</p> <ul style="list-style-type: none"> <li>✓ slogan</li> <li>✓ 2-3 social media posts</li> <li>✓ campaign idea and key message</li> </ul> <p>Focus on educating the public about safe cosmetic use in an engaging and creative way.</p>



2.	Nutrition Track	<p>Apply nutrition knowledge in real clinical scenarios.</p> <p>Develop problem-solving and decision-making skills.</p> <p>Understand the role of diet in disease management.</p> <p>Link lifestyle modifications with patient outcomes.</p>	<p>Participants will be given a patient case scenario</p> <p>They are required to:</p> <ul style="list-style-type: none"> <li>✓ analyze the case</li> <li>✓ identify the patient's main nutritional issues</li> <li>✓ design an appropriate diet plan</li> <li>✓ suggest lifestyle modifications</li> </ul> <p>The solution must be:</p> <ul style="list-style-type: none"> <li>✓ practical</li> <li>✓ patient-centered</li> <li>✓ evidence-based</li> </ul>
3.	Digital Track	<p>Apply digital health concepts in real-life scenarios</p> <p>Understand Patient Support Programs (PSPs)</p> <p>Develop innovative solutions for medication adherence and patient education</p>	<p>Identify a healthcare-related problem (e.g., non-adherence, misuse)</p> <p>Design a health app concept Include key features:</p> <ul style="list-style-type: none"> <li>✓ reminders</li> <li>✓ chatbot support</li> <li>✓ patient education</li> </ul>



			Focus on improving patient experience through digital solutions.
4	Training Track	<p>Develop communication and presentation skills</p> <p>Practice explaining complex concepts in a simple way</p> <p>Simulate real corporate training sessions</p> <p>Enhance understanding through teaching others</p> <p>Build confidence in professional delivery</p>	<p>Each team will be given a topic related to pharmacy/health industry</p> <p>They are required to prepare a mini training session as if they are trainers in a company</p> <p>The session must include:</p> <ul style="list-style-type: none"> <li>✓ simple explanation of the topic</li> <li>✓ key practical points</li> <li>✓ real-life application in industry or healthcare</li> <li>✓ interactive part (question / quick activity / example)</li> </ul> <p>The goal is to act as trainers, not just learners</p>



## Awards:

Plan A	Plan B
<ul style="list-style-type: none"> <li>• 1st Place: Two free courses with certificates; the first in soft skills (such as Marketing or AI) and the second in a pharmaceutical field (such as Cosmeceuticals or OTC).</li> <li>• 2nd Place: One free course with a certificate.</li> <li>• 3rd Place: A certificate and a gift.</li> </ul>	<ul style="list-style-type: none"> <li>• 1st place: Free Course + Certificate.</li> <li>• 2nd place: Package + Certificate.</li> <li>• 3rd place: Certificate.</li> </ul>

## CSR:

### Plan A:

Click with Care: Digital Pharmacy & Social Responsibility.

With the rapid advancement of digital technologies, pharmacy practice is evolving beyond traditional settings into digital platforms. Digital pharmacy includes tools such as tele pharmacy, mobile health applications, and online patient education, which improve access to pharmaceutical care and health information.

However, the misuse of digital platforms, spread of medical misinformation, and unequal access to technology highlight the need for responsible digital engagement. Pharmacists play a key role in ensuring accurate information, ethical practice, and equitable access to digital health services.



FIP:



SDGs:



Objectives	Activities
<ul style="list-style-type: none"> <li>• Raise awareness about the role of digital pharmacy in improving healthcare accessibility and patient support.</li> <li>• Promote responsible use of digital platforms in sharing medical information and interacting with patients.</li> <li>• Educate students on identifying and combating medical misinformation online.</li> <li>• Enhance students' skills in using digital tools for patient counseling, education, and follow-up.</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Awareness Campaign:</li> <li>• Students create and share simplified, evidence-based medical content to raise awareness and correct common misconceptions online.</li> <li>• Content Creation Challenge:</li> <li>• Teams compete to design the most effective health awareness post or video based on scientific accuracy, clarity, and audience engagement.</li> <li>• Misinformation Hunt:</li> <li>• Students analyze widely spread online medical information, identify inaccuracies, and provide correct, evidence-based explanations.</li> <li>• Tele pharmacy Simulation:</li> </ul>



<ul style="list-style-type: none"> <li>• Highlight the ethical responsibilities of pharmacists in digital healthcare settings.</li> <li>• Encourage the use of digital solutions to reach underserved communities and improve health equity.</li> <li>• Strengthen the concept of social responsibility through impactful digital health initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>• A practical activity where students simulate online patient counseling, focusing on clear communication, professionalism, and patient support.</li> </ul>
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## Plan B:

Beyond the Prescription: The Power of Patient Support Programs.

Patient Support Programs (PSPs) are structured services designed to help patients manage their diseases and treatments effectively. These programs may include medication counseling, adherence support, lifestyle guidance, and regular follow-ups. However, lack of awareness and limited access can lead to:

- Poor medication adherence, resulting in treatment failure.
- Disease progression due to improper use of medications.
- Increased healthcare costs from avoidable complications and hospitalizations.

Despite their importance, many patients, especially in underserved communities, are unaware of or unable to access such programs.



FIPs:



SDGs:



Objectives	Activities
<ul style="list-style-type: none"> <li>• Increase patient awareness about the importance of medication adherence and follow-up.</li> <li>• Improve patient understanding of their disease and proper medication use.</li> <li>• Promote the concept of patient-centered care by focusing on individualized support and effective communication between the pharmacist and the patient.</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness Booth:</li> <li>• Provide simple, clear education about medication adherence, proper drug use, and the importance of follow-up with the pharmacist.</li> <li>• Patient Counseling Simulation:</li> <li>• Train students through role-play (pharmacist-patient) on explaining treatment plans, handling non-</li> </ul>



- Reduce non-adherence and unsafe discontinuation of treatment.
- Prepare students to deliver effective patient-centered counseling.

- adherence, and conducting follow-up.
- Case-Based Workshop:
  - Engage students in analyzing patient cases with adherence issues and identifying appropriate support interventions.
  - Expert Talk:
  - Invite a pharmacist to share real-life experiences on patient support and its impact on treatment outcomes.



## Facilities

### Halls:

Sessions' Halls Plans:

Plan A	
Name	Dr. Hafez Lecturer Hall.
Location	Faculty of Medicine, MU.
Capacity	(700-800).
Facilities	<p>a. Good sound system &amp; data show.</p> <p>b. Supported with reception hall for registration.</p> <p>c. EPSF 15<sup>th</sup> SOTW was held at this hall.</p> <p>d. EPSF 17<sup>th</sup> symposium (ومضة) was held at this hall.</p>
Photos	

Plan B	
Name	Mansoura University Conference Hall

Location	At General Doctorate in Mansoura University.
Capacity	(400).
Facilities	<ul style="list-style-type: none"> <li>a. Good sound system &amp; data show.</li> <li>b. Supported with reception hall for registration.</li> <li>c. Supported with two floors up and down.</li> <li>d. 28<sup>th</sup> Congress Opening was held at this hall.</li> </ul>
Photos	

Plan C	
Name	El-Mahdy Hall
Location	At Mansoura University.
Capacity	(800-900) Halls.
Facilities	<ul style="list-style-type: none"> <li>a) Supported with good sound system &amp; data show.</li> <li>b) Supported with reception hall for registration.</li> <li>c) Renewed recently</li> </ul>

Photos



Plan D

Name	Faculty of Business Halls
Location	At Mansoura University.
Capacity	(300-350) & (8) Halls.
Facilities	d) Supported with good sound system & data show. e) Supported with reception hall for registration. f) Renewed recently

Photos



Plan E

Name	Central Library halls
Location	At Mansoura University.
Capacity	(350-400)
Facilities	a) Supported with good sound system & data show. b) Supported with reception hall for registration.

Photos



Workshops Halls:

	Plan A	Plan B	Plan C
Name	Light Floor Halls.	Clinical Building Halls.	Pharco Hall.
Location	Faculty of Pharmacy, MU.	Faculty of Pharmacy, MU.	Faculty of Pharmacy, MU.
Capacity	(100-150)/Hall. (5) Halls present.	(60-85). (8) Halls	(50-65).
Facilities	a. Good sound system & data show. b. Good air conditioning system.	a. Good sound system & data show. b. Good air conditioning system.	a. Good sound system & data show. b. Good air conditioning system.



	Plan D	Plan E	Plan F
Name	Conferences Hall	The Red Hall	EL-Nahdy Hall
Location	Faculty of Pharmacy, MU.	Faculty of Pharmacy, MU.	Faculty of Pharmacy, MU.
Capacity	(150).	(50-70).	(30-40).
Facilities	<ul style="list-style-type: none"> <li>a) Good sound system &amp; data show.</li> <li>b) Good air conditioning system.</li> </ul>	<ul style="list-style-type: none"> <li>a) Good sound system &amp; data show.</li> <li>b) Good air conditioning system.</li> </ul>	<ul style="list-style-type: none"> <li>a) Good sound system &amp; data show.</li> <li>b) Good air conditioning system.</li> </ul>



	Plan G	Plan E
Name	Creativa Halls	Faculty Halls
Location	Mansoura University.	Faculty of Pharmacy, MU.
Capacity	(100-180). (2) Halls.	(100-150). (3) Halls.
Facilities	c) Good sound system & data show. d) Good air conditioning system.	c) Good sound system & data show. d) Good air conditioning system.

Photos



Accommodation:

	Plan A	Plan B
Name	Jewel Hotel	6 <sup>th</sup> Of October Accomodation
Location	Gamasa, Dakahlia.	Gamasa, Dakahlia.
Distance	(45)-(60) minutes away from university.	(45)-(60) minutes away from university.
Capacity	(170-350).	(100).

Room/apartment capacity	Four/ apartment	Four/ apartment
Facilities	<p>a. Well equipped kitchen &amp; bathrooms.  b. Good living room with TV.  c. Good view of the hotel garden.  d. Entertainment Facilities.</p>	<p>a. Well equipped kitchen &amp; bathrooms.  b. Good living room with TV.  c. Good view of the hotel garden.</p>
Photos	<p>The first photo shows two single beds with white linens in a room. The second photo shows a dining area with a round table and chairs, a TV, and a fan. The third photo shows a balcony with a decorative railing overlooking a garden at night.</p>	<p>The first photo shows a kitchen with a sink and stove. The second photo shows a living area with a sofa and TV. The third photo shows a dining area with a table and chairs.</p>







	Plan C	Plan D	Plan E
Name	Othmason	Princess Hotel	University's Guest Hotel
Location	Gamasa, Dakahlia.	Gamasa, Dakahlia.	Mansoura University
Distance	(45)-(60) minutes away from university.	(45)-(60) minutes away from university.	On campus.
Capacity	(170-350).	(60).	(50).
Room/apartment capacity	Four/ apartment	Four/ apartment	Two/ apartment
Facilities	<ul style="list-style-type: none"> <li>a. Well equipped kitchen &amp; bathrooms.</li> <li>b. Good living room with TV.</li> <li>c. Good view of the hotel garden.</li> <li>d. Entertainment Facilities.</li> </ul>	<ul style="list-style-type: none"> <li>a. Well equipped kitchen &amp; bathrooms.</li> <li>b. Good living room with TV.</li> </ul>	<ul style="list-style-type: none"> <li>a. Well equipped kitchen &amp; bathrooms.</li> <li>b. Good living room with TV.</li> <li>c. Good view of the hotel garden.</li> </ul>



Photos



## Transportation:

	Name	Capacity	Photos
Plan A	El- Etihad	(50) per bus	 
Plan B	Africano Buses	(50) per bus.	
Plan C	Retag for Buses	(30-35) per bus	

## Coffee & Lunch Breaks:

- Coffee Break: Bakery plate.
- Lunch Break:
  - a. Oriental plate: Grilled chicken and rice.
  - b. Arabian plate: Shawarma.



## Social Program

*“The value stays in knowledge, but the memory lives in togetherness.”*

What remains after any gathering is never the schedule, the sessions, or even the place itself.

It is the quiet moments we share together, like a family.

We may forget the details, but we never forget how it felt to be there together.

Because what truly lives on is not what we did, but how we felt in those moments.

That feeling is what stays, and that is what truly matters.

Everything else fades with time, but the moments we share remain alive within us.

And in the end, that is the essence of every gathering.

### Day 1:

Plan A		
Name	Description	Aim
Campus Activities & Creative Zone	<p>A mixed-activity day near the university (Nile Club / Police Club). Participants are divided into different activity zones:</p> <ul style="list-style-type: none"> <li>• Football will be available for male participants in the stadium.</li> <li>• While female participants will have access to creative activities such as clay modeling, pottery</li> </ul>	To provide a balanced day of physical and creative activities that encourage interaction, self-expression, and informal bonding among participants in a comfortable setting.

	<p>painting and other similar activities The environment allows free movement, interaction, and relaxation.</p>	
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Plan B		
Name	Description	Aim
Gamasa Outdoor Activity Hub	A trip to an open recreational area in Gamasa offering multiple outdoor activities such as cycling, football, and various sports games. Participants can freely choose their preferred activity in a dynamic and engaging environment.	To enhance engagement and strengthen connections among participants through shared outdoor experiences, teamwork, and recreational freedom in a lively atmosphere.



## Day 2:

Plan A		
Name	Description	Aim
<p>Gamasa Beach Gathering</p> 	<p>An open social gathering by the sea in Gamasa, taking advantage of its close distance to the accommodation. The setting will include light interactive games and casual seating to encourage conversations and free interaction among participants. The beach program will include camping-style activities along with various interactive outdoor experiences.</p>	<p>To create a relaxed atmosphere that helps participants break the ice, build initial connections, and enjoy a natural environment for interaction.</p> 

Plan B		
Name	Description	Aim
<p>Nile Club Gathering</p>	<p>A social gathering at Nile Club, located near the university, providing an accessible and comfortable space. The activity will include interactive games and group-based activities designed to encourage communication and</p>	<p>To facilitate bonding among participants through structured and fun activities in a convenient location, ensuring maximum engagement even with time flexibility.</p>



	engagement among attendees.	
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## Outdoor Activities (Team Building Activities):


- The club program will include structured team-building activities designed in collaboration with the LOC team.
- Activities will be based on simple materials and interactive setups that encourage participation, creativity, and cooperation among participants.
- The focus is on creating shared experiences that build strong connections, positive energy, and teamwork spirit.
- Each activity is designed to leave memorable moments that participants associate with the event and the place itself.

The aim is to strengthen bonding between participants while creating a fun and engaging atmosphere throughout the day.



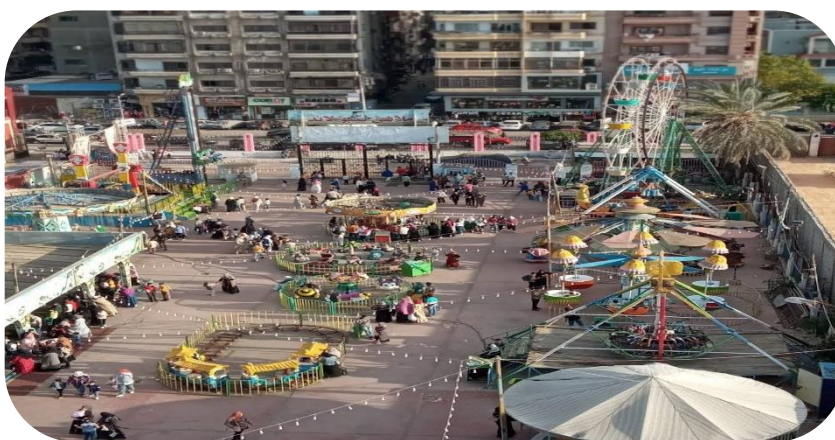


## Day 3:

Plan A		
Name	Description	Aim
El-Gam'ah Mall	A visit to El-Gam'ah Mall in Mansoura, where participants can enjoy free time exploring the mall, dining at restaurants, and engaging in optional entertainment activities such as games areas.	To provide a relaxed and flexible environment that allows participants to unwind, socialize, and enjoy a casual shared experience.
		

Plan B		
Name	Description	Aim
Bebo Land	A recreational trip to Bebo Land, an amusement area located near the university, offering various games and entertainment	To create an enjoyable experience that promotes interaction, laughter, and stress relief through playful activities.

	activities in a fun and lively atmosphere.	
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Plan C		
Name	Description	Aim
Gamasa Amusement Park	A visit to amusement parks in Gamasa, located near the accommodation, featuring a variety of rides and entertainment options for participants seeking a more energetic and adventurous experience.	To provide an exciting closing option that strengthens bonding and leaves participants with memorable shared experiences.



## Between Session Interactive Activities:

### 1. Digital Games (Kahoot / Spin the Wheel)

#### Description:

Interactive digital quizzes displayed on the main screen where participants answer using their mobile phones. Real-time results create a competitive and engaging atmosphere. A “Spin the Wheel” activity can also be used to randomly select winners or assign quick fun tasks.

#### Aim:

To increase engagement, create healthy competition, and energize participants between sessions in an interactive and modern way.

### 2. Live Polling & Visual Challenges

#### Description:

Participants take part in live voting on fun or thought-provoking questions, with results shown instantly. In addition, visual guessing games such as identifying zoomed-in images or conference-related objects are displayed on screen.

**Aim:**

To stimulate curiosity, encourage participation, and maintain attention through quick and interactive visual content.

### 3. “Find Someone Who…” Game

**Description:**

Participants are given prompts to find others in the room who match specific characteristics (e.g., someone wearing a certain color, using a specific app, or having a shared experience). The first to complete the task wins.

**Aim:**

To break the ice, encourage interaction, and help participants get to know each other.

### 4. Neighbor Challenge (Two Truths & A Lie)

**Description:**

Participants pair up with the person next to them and share three statements about themselves, two true and one false. The partner must guess the lie.

**Aim:**

To encourage communication, build familiarity, and create a fun personal interaction.

### 5. Charades Challenge

**Description:**

A participant is chosen to act out a word, phrase, or concept related to the event without speaking, while others try to guess it from their seats.

**Aim:**

To promote fun interaction, teamwork, and engagement among participants.



## 6. Clapping Wave

### Description:

A coordinated clapping wave starts from one side of the hall and moves across the audience, increasing in speed and energy.

### Aim:

To refresh energy levels, unify participants, and create a lively atmosphere.

## 7. Memory Challenge

### Description:

A detailed image is shown for a few seconds, then removed. Participants are asked to recall as many details as possible.

### Aim:

To enhance focus, attention to detail, and cognitive engagement in a fun way.

## 8. Lucky Seat Game

### Description:

Random seats are marked before the session starts. Participants discover hidden stickers or cards under their seats during break time to win small prizes.

### Aim:

To create excitement, surprise, and continuous engagement throughout the event.

## 9. Interactive PowerPoint Quiz (Riddles & Pharmacy Challenges)

### Description:

A series of PowerPoint slides displayed between sessions featuring riddles, emoji-based guessing games, and pharmacy-related questions such as drug names, pharmacology concepts, and course-based questions. Participants respond individually or in groups, creating a competitive and engaging environment.



**Aim:**

To refresh participants' energy, maintain attention between sessions, and enhance engagement through fun and knowledge-based interactive content.

**In Case of GA or Sessions Delay:**

- In case of a delayed General Assembly or sessions, light refreshments or meals may be provided in the hall to ensure participants' comfort during the waiting time.
- If the schedule allows and the day includes a planned club program, participants may be directed to proceed to the club to continue the day's activities as planned.
- The aim is to maintain a smooth flow of the program and ensure participants' comfort and engagement despite any delays.



## Manpower Organizational Analysis

EPSF-Mansoura has a resilient and powerful manpower consisting of:

- Old Members: (55) members.
- New Members: (55-60) members expected.
- Total Members: (110-115) members expected.
- SOTW 18 Hosting team: (66) members
- EPSF WGs and functions: (22) members
- Average Nationals attending: (15) members.
- IPSF WGs: (1) member

Organizational internal key competencies:

- The association's internal system has demonstrated consistent stability and growth over previous years, building a powerful reputation through its commitment to excellence and impactful progress.
- EPSF-Mansoura has and still play a vital role in both EPSF and IPSF functions, strengthening our presence on national and international level.
- Our members are dedicated, passionate, and highly skilled and experienced in organizing and managing large-scale hosting as they were part of SOTW 18 hosting.
- Our main aim through the years was to ensure efficiency, collaboration, and a positive atmosphere between the members across the





committees so we can achieve the teamwork concept in our members' mentalities.

- A well-established alumni community offers us continuous mentorship, development, and support, further enhancing our members' capabilities.

## Manpower SWOT Analysis

Strengths:	Weaknesses:
<ul style="list-style-type: none"> <li>• We have well-educated and developed old members and enthusiastic new members who are motivated and have a strong sense of belonging and excitement to contribute and being part of a big hosting like this.</li> <li>• The old members have diverse experience in the committees and are looking for the opportunity to act in a leading position and prove themselves.</li> <li>• The old members have great experience in hosting mega events as they were an important part in the success of SOTW 18.</li> <li>• We also prepared our association across the years to host environment through hosting many national and regional events as well as our extra mega event the Cresset.</li> <li>• The old members also have good experience in EPSF environment and nationals as they are in WGs and attended many nationals previously.</li> <li>• High online and offline availability of members.</li> <li>• All old and new members have the passion to have the experience of hosting the Annual Congress and learn from it.</li> </ul>	<ul style="list-style-type: none"> <li>• Limited experience among new members can affect the execution of the tasks.</li> <li>• Dependance on the members may increase the pressure on them.</li> <li>• The high level of professionalism maintained by the association may feel demanding at times.</li> </ul>
Opportunities:	Threats:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Hosting a national event like the congress will enhance the association's reputation and experience among members.</li> <li>• We have reactivated our alumni and graduated members through many occasions in the previous year, and they are there for any support and mentoring.</li> <li>• We can overcome the lack of experience of members through educating and training them through a well-prepared training system.</li> </ul> | <ul style="list-style-type: none"> <li>• Burnout from faculty pressure and timeline.</li> <li>• Risk of turnover could impact on the workflow.</li> </ul> |
|---|---|

### Burnout & turnover prevention:

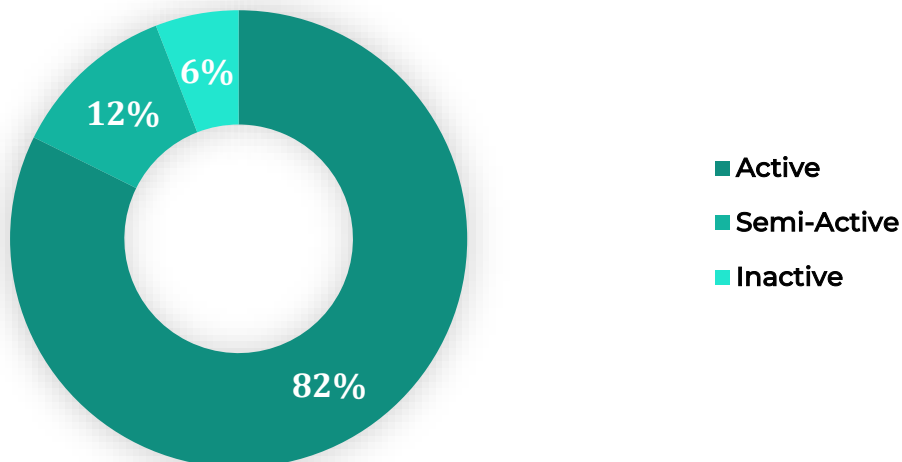
- **Pre-Event:**
  - First, we can prevent the burnout pre-event through making a panel discussion session, as mentioned in the training program, with members and alumni to let them realize the workload they will be in and share our ways of self-motivation and how we prevent the burnout and the alumni can share their experience with big hosting and how they managed and handled it. Additionally, we can also emphasize through this session that progress is more important than perfection, so the members don't overwork themselves.
  - One of the key factors in burnout prevention is proper, early planning and preparation. When the members understand early their responsibilities and the timeline for work, they are less likely to feel confused and overwhelmed by the event. Additionally, fair workload distribution between the members ensures that no one of them is carrying more than his/her capacity.
- **During Event:**
  - There will be a social spirit-up team, as mentioned below in the teams' structure, which will be responsible for spiring up the members as well as keeping the atmosphere positive and reducing any tension if present.

- Another important factor is effective communication between us. We will maintain regular check-ins to monitor members' well-being and address challenges early. Also, I will inform the members if anyone of them is feeling that there is overload on them to reach their superior position according to the chain of command and say their feedback.
  - Encouraging short breaks and proper sleep during the event helps sustain the members' energy levels and focus.
- Post Event:
    - Immediate decompression through a rest period post event to let the members mentally and physically recover.
    - Appreciation of members and recognition for their efforts to create a positive environment where the members feel valued and motivated.
    - Informing the HR chairperson of the association to hold social events and activities after the hosting to keep the spirit up.





## Manpower 2026-26



## Teams' Distribution and functions

No.	Teams	Job description
1	Registration team	<ul style="list-style-type: none"> <li>• Contacting and follow-up with the participants after filling in the form to ensure their reservation and way of payment.</li> <li>• Answer applicants' inquiries about the event's details.</li> <li>• Maintain an updated database of applicants.</li> <li>• Operate the registration process during the events' days.</li> </ul>
2	IC follow-up team	<ul style="list-style-type: none"> <li>• Contacting and follow-up with attendees online and offline through the event's days.</li> </ul>

		<ul style="list-style-type: none"> <li>• Ice breaking and socializing with the attendees.</li> <li>• Informing the attendees with any details in the day such as the time schedule, day program, and halls' locations.</li> <li>• Answering any inquiries from the attendees throughout the day.</li> <li>• Checking if the attendees are facing any problems and offering solutions for it.</li> <li>• Collecting feedback at the end of the day.</li> <li>• Continuing follow-up after the event.</li> </ul>
3	OC & Logistics team	<ul style="list-style-type: none"> <li>• Maintaining and handling the logistics and the materials pre-event.</li> <li>• Welcome the attendees and organizing the halls and the entrance and outing of the attendees.</li> <li>• Responsible for the catering and distributing the lunch breaks.</li> <li>• Leading the attendees to their buses, accommodation, and social places.</li> </ul>
4	Social Spirit-up team	<ul style="list-style-type: none"> <li>• Responsible for the social program and talent &amp; cultural showcases.</li> <li>• Prepare creative games, icebreakers, and interactive activities during the days.</li> <li>• Spirit up the attendees and the members as well as keep the atmosphere positive.</li> </ul>
5	Educational team	<ul style="list-style-type: none"> <li>• Designing the toolkits, session objectives, and competition criteria.</li> <li>• Preparing and presenting our educational program of workshops, sessions, and activities.</li> </ul>
6	Media coverage team	<ul style="list-style-type: none"> <li>• Providing media coverage through capturing high-quality photos and videos.</li> <li>• Editing and producing digital designs, photo albums, and highlight videos.</li> </ul>
7	Promotion team	<ul style="list-style-type: none"> <li>• Brainstorming content ideas for online promotion and offline promotion in the faculty.</li> <li>• Providing real-time coverage through social media platforms.</li> </ul>



8	External Relations team	<ul style="list-style-type: none"> <li>Identifying and approaching potential sponsors and partners.</li> <li>Prospecting and approaching possible instructors and educational entities.</li> <li>Responsible for our faculty and university approvals and relation.</li> </ul>
9	Quality Control team	<ul style="list-style-type: none"> <li>Preparing the quality control system through setting up the congress checklist, preparing all congress documents and minutes, and regulating deadlines.</li> <li>Documenting all congress tasks, files, and updates.</li> <li>Responsible for the congress reporting system.</li> </ul>
10	Emergency team	<ul style="list-style-type: none"> <li>Responsible for ensuring that there are backup plans and handling any emergency situations and crisis.</li> </ul>

## Training System

*“Knowledge alone is not enough; growth begins when knowledge meets action.”*

- For the Annual Congress hosting, the members need to be well-trained and equipped with essential skills and knowledge so they can perform their team roles effectively and the workflow runs smoothly.
- So according to the need analysis of our old members and the basic requirements of the new members, we chose the main topics they will need. These topics cover what members need pre, during, and post events.
- As well as delivering to them:
  - What is a national event, especially the congress, and what's its importance?
  - Differentiation between SOTW hosting and national hosting organizing.



- The methods of presenting these topics will be through sessions, offline workshops, and educational posts and videos.
- There will be real-life applications on every topic so we can turn knowledge into more practical skills.
- The topics will be presented by our alumni, board, and experienced members.

No.	Skill	Aim
1	Orientation camp & Induction training (New)	<ul style="list-style-type: none"> <li>• To let the new members understand the basic knowledge and skills about the teams, know more about the association's vision and mission, and attend the EPSF induction training.</li> </ul>
2	EPSF-Mansoura's history of hosting and achievements	<ul style="list-style-type: none"> <li>• To help the members know more about the association values and milestones and encourage them to continue the legacy and aim even higher.</li> </ul>
3	Code of Ethics & regulations	<ul style="list-style-type: none"> <li>• Promote respect and ethical standards for members.</li> <li>• Provide the members with a reference for what is acceptable and unacceptable conduct and attitude.</li> </ul>
4	Chain of Command	<ul style="list-style-type: none"> <li>• Explain the hierarchy of the organization and how teams are structured.</li> <li>• Establishing a clear coordination system and proper channels for passing information upward and downward.</li> </ul>
5	Professionalism & responsibility	<ul style="list-style-type: none"> <li>• Train the members to perform in a professional and organized way.</li> <li>• Ensures that members are aware that they are a positive representative of the association and that they are responsible for their actions.</li> </ul>
6	Communication etiquette	<ul style="list-style-type: none"> <li>• Teach members how to communicate with dignity and respect.</li> </ul>



		<ul style="list-style-type: none"> <li>• Encourage active listening and empathy when speaking with attendees.</li> </ul>
7	Presentation & public speaking	<ul style="list-style-type: none"> <li>• Equip members with the confidence and skills to represent ideas at the event.</li> </ul>
8	Problem solving	<ul style="list-style-type: none"> <li>• Equip members with the mindset that they will face many problems in the hosting, and they have to know these problems and face it calmly, think critically, and find solutions.</li> </ul>
9	Toxic place prevention & intervention	<ul style="list-style-type: none"> <li>• Let the members identify and reduce harmful and disrespectful behaviors they may not be aware of it.</li> <li>• Ensure the organization remains a safe and supportive area for all members.</li> </ul>
10	Crisis & stress management	<ul style="list-style-type: none"> <li>• Prepare members to handle unexpected challenges and crises while under pressure.</li> </ul>
11	Self-motivation & burnout prevention	<ul style="list-style-type: none"> <li>• To help the members know their own motivators and keep them energized and productive while preventing exhaustion and burnout.</li> </ul>
12	Team management & delegation (coordinators)	<ul style="list-style-type: none"> <li>• Train coordinators to organize and distribute tasks effectively and ensure teamwork.</li> </ul>
13	Creativity & Innovation	<ul style="list-style-type: none"> <li>• Encourage members to think out of the box and design new ideas to improve the hosting experience.</li> </ul>
14	Specialized teams' trainings	<ul style="list-style-type: none"> <li>• Ensure every team (e.g., registration, logistics, media, education) has the technical and practical skills to handle their tasks.</li> </ul>
15	Basic first aid & safety	<ul style="list-style-type: none"> <li>• Prepare members to act quickly in medical emergencies if present.</li> </ul>

## Marketing Plan:

### Name:

EPSF 31st Annual Congress

### Theme

# وِثَاق

من الإرث إلى المستقبل... نشدّ الوِثَاق

*Anchored in Legacy, Bridging the Future.*

### Strategic Vision & Creative Direction

**Withāq** "وِثَاق" is the invisible thread that runs through everything in EPSF Annual Congress. It represents the bond between leaders shaping a year, between a city's legacy and its future, between a student's first steps and the professional they are becoming.

A rope is not strong because of a single strand. It is strong because every thread is bound to another, twisted, pulled taut, inseparable. **Withāq** "وِثَاق" is that binding force. It is the Arabic word for a covenant, a bond, a pact that holds the history with the future.

(Inspiration behind the theme)



1. EPSF Annual Congress (Brain of the mandate):

represents the **starting point** for EPSF Mandate, connecting our legacy & heritage which was built for years with today's success and growing by implementing all these values through the leadership camp, we instill the values that turn **individual strands into an unbreakable rope**.

2. For the pharmacy students and graduates:

it represents the **bond** between them and their career; it could be the turning point in their career. It provides a dynamic foundation for their scientific and practical knowledge, acting as the ultimate guide to empower them in making the right career choices and building a sustainable professional path.

3. Mansoura University:

It reflects the legacy of Mansoura University, as well as the **heritage** of EPSF & EPSF Mansoura as one of the oldest LAs that made a long history since its foundation.

4. Mansoura city Value (Rose Island and the capital of medicine)

Hosted in Mansoura a city with a profound history, historically revered as both the "Capital of Medicine" and the "Island of Roses." The city's rich heritage is seamlessly woven into the event's theme, serving as the ultimate that **unifies** all the core elements of this year's vision.

## 5. EPSF Mansoura heritage:

Driven by the strong history & legacy of EPSF Mansoura. **Bonding** our heritage and organizing history for EPSF Nationals with our future & our promising generations which will lead to success.

## Brand Positioning:

### 1. Brand Story:

For about **31 years**, EPSF Annual congress was always leading the pharmaceutical field as one of the largest pharmaceutical conferences in Egypt, the conference focus on leading the pharmacy students & graduates to ignite their potential and actively shape their careers.

The conference is the ultimate intersection of pharmaceutical research, clinical expertise, and industrial breakthroughs, designed to ignite the passion and potential of tomorrow's pharmacists and align their education with market demands & bridging the gap between academic theory and professional excellence.

Through serving the opportunities in various fields either the traditional fields of pharmacy or the recent and futuristic fields the Annual Congress plays an important role in leading the future of pharmacy in Egypt.

### 2. History & Legacy

Rooted in a tradition of excellence, EPSF Annual Congress has grown into a landmark conference for the pharmaceutical community. Each edition serves as a milestone, building on past successes to offer deeper industry connections and more diverse professional opportunities. Today, the Congress stands as a definitive platform where knowledge meets practice, empowering generations of pharmacy students to lead the future of healthcare in Egypt.

Today, the new vision for the congress included EPSF leadership camp for LAs board members which empowered the congress to represent the **starting point** for EPSF Mandate, connecting our legacy & heritage which

was built for years with today's success and growing by implementing all these values through the leadership camp.

### 3. Vision

All these insights crafted the vision "Empowering a generation of pharmacy students to become career-ready, highly skilled and well-prepared to understand & engage with real-world opportunities in healthcare and pharmaceutical practice"

Empowered by the theme for EPSF 31st Annual Congress which is:

من الإرث إلى المستقبل... نشد الوثاق

*Anchored in Legacy, Bridging the Future.*

the invisible thread that runs through everything in EPSF Annual Congress. It represents the bond between leaders shaping a year, between Mansoura's city's legacy and its future, between a student's first steps and the professional they are becoming.

### Hashtags

# Rising\_Toward\_Growth  
#EPSF\_31st\_Congress  
#EPSF\_X

### Theme Items

Legacy, Growth, Rising, Ignited, Bounded, Journey, Leadership, Heritage, Future, Excellence, career, success.

## Core Message:

“EPSF 31st Congress: Grounded in **Heritage**, Rising in **Innovation**.”

## Objectives & Sub-messages:

Objective	Sub-Message
1. Strengthen EPSF's position as a leading pharmaceutical student federation	Enhance the standing of EPSF among pharmacy academics and professionals by showcasing the federation as a dependable factor for student empowerment, educational excellence, and innovative practices.
2. Positioning EPSF's role in empowering students to navigate their professional paths.	"Highlight EPSF & the Annual congress as the ultimate intersection of pharmaceutical research, clinical expertise, and industrial breakthroughs, designed to ignite the passion and potential of tomorrow's pharmacists and align their education with market demands & bridging the gap between academic theory and professional excellence.
3. Promoting EPSF 31th Annual Congress as one of the largest conferences for pharmacy students in Egypt.	"Highlight the congress's history, legacy & journey as a testament to its enduring credibility, showcasing a long-standing commitment to advancing pharmacy



	education and shaping the professional careers of thousands of students.
4. Promoting the Conference educational structure as a “career journey”	Represent & highlight the educational theme for the congress which is made as 4-days journey, each day is a new journey with educational stations and topics.
5. Enhance & position our stakeholders and sponsors to highlight the opportunities made for the students & graduates.	Empower partnerships with pharmaceutical stakeholders, academic organizations and healthcare organisations through highlighting the opportunities aligned with EPSF’s values.

## Target Audience

Category	Segments	Aim
Pharmacy Students	1st, 3rd, 3rd	"Unlock your potential early: The Congress serves as a compass for new pharmacy students, navigating them through the world of pharmaceutical sciences, industrial business, and startups. We provide the clarity you need to choose the path that fits your ambition."
Pharmacy Students	4th, 5th, graduates	Advancing the next generation of pharmacy leaders by integrating academic excellence with



		industrial expertise. We offer graduates and senior students a clear roadmap through the complexities of pharmaceutical research, corporate development, and entrepreneurial ventures.
EPSFers		"Reinforce the EPSF identity by positioning the Annual Congress as the gold standard of scientific platforms. By exploring the intersection of innovation, research, and business, we celebrate the manpower behind the mission and the prestige of being part of Egypt's leading student federation.

## Studying Level Analysis (Audience Demographics)

The participation rate is inversely proportional to the students' seniority. The younger the students, the more likely they are to attend.

- Level 1: The largest demographic, representing 39.1% of all attendees.
- Level 2: The second largest group at 26.8%.
- Level 3: Makes up 22.3% of the audience.

## Content strategy:

- Language: Egyptian Arabic.
- Tone: Assertive, Motivating, visionary.



- Structure of POC: Headline, Intro, Body, Summary, and CTA .
- Length: The POC must be readable.
- CTA: call to encourage to attend the event.

### Content Pillars:

1. Sessions & Career Pathway: we will focus on the educational content of the congress for the pharmacy students and graduates by representing the opportunities and the 4-days journey.
2. Networking & connections: by focusing on the relations, they will get from attending the instructors and the topics of the conference beside positioning the figures, sponsors and partners will highly increase the impact.
3. The Heritage & Legacy of EPSF: Positioning EPSF as the largest and highest impact pharmaceutical organization for pharmacy students in Egypt will enforce the value and the benefits from the congress.

### Tone of voice:

1. (Credibility & Expertise)
2. Visionary (Advancing Knowledge)
3. Empowering Mentor (Motivational & Insightful)
4. Clear Calls to Action & To the point.
5. Professional & Authoritative.

### Promotional Plan:

#### Phase 1: (Teasing & Awareness)

- Duration: 1st Week



- Revealing the Conference theme and visuals.
- Starting with teasers and awareness posts about the conference.

## Phase 2: (Engagement & Conversions)

- Duration: 2nd & 3rd Weeks.
- Focus on representing the content of the congress (Sessions, workshops, instructors and opportunities) & the 4-days structure.
- Focus on the conversion posts and monitor the conversion rate through your registration form and registration team.

## Phase 3: (Conversions & FOMO)

- Working on the FOMO technique.
- The main goal is reaching the best result in the conversions.
- Last Call: Use high-energy and catchy activities for the opportunities represented by the conference.

## KPIs:

1. Social Media Insights: Increase our reach by **20%** & Engagement by **15%** compared to the previous campaign with the focus on the “**Organic Reach**” not the reach driven by manpower engagement only.
2. Reach to at least **65%** conversion rate from the registration process during the promotion.
3. Reach about **400** students during the offline promotion in the faculty.
4. Publish **60** articles, reach at least **2** Mega Public figures & **3** TV interviews during the days of the conference.

## Public Figures & Media Coverage:

Media coverage is one of the most important aspects in the marketing campaign, we will focus on covering this conference in the most perfect way by using our strong relations with the university media center and the faculty administration who always supports us specially in these mega hostings.

### Examples for the university support:

1. Published article at **وزارة التعليم العالي والبحث العلمي المصرية**

<https://www.facebook.com/100044185308658/posts/pfbid02qnlLMRebRjnYNZ18KgiNpcYw9jEuvmvQhU3qiJm3WReYlgyJtJPL7zFercJnoQeal/?mibextid=Nif5oz>

Here you will find our Media coverage data base (The existing data base and the newly formed one for the congress):

<https://drive.google.com/drive/folders/1aTa24h1oJ2OSNCrp9aqPFzrzGgLGByKI?usp=sharing>



2. Published article at **صفحة أ.د/ شريف خاطر رئيس جامعة المنصورة**

<https://www.facebook.com/share/p/1AVbUox4wq/>

3. Published article at **الصفحة الرسمية لجامعة المنصورة**

<https://www.facebook.com/share/1E7Kh7ea9i/?mibextid=wwXlfr>



- Our Public Figures strategy will focus on approaching with some mega public figures and target at least 3 to be the main characters in the opening ceremony + targeting a lot of med level influencers and public

figures for the promotion of the conference and the great exposure on social media.

- Suggested Public Figures:

1. Mohamed Aboelnaga Nagaty.
2. Ehab Muslim.
3. Ali Eldeahy.
4. Marwan Serry.
5. Amr Nosohy.
6. Karem Hanafy.
7. Ahmed Elwakel.
8. Karem Esmail.
9. Mohamed Rashad.
10. Hesham Afify.
11. Ahmed Raafat.
12. Sameh Sanad.
13. Mohamed Alhady.
14. Mohamed Elmahdy.
15. Ahmed ELbadawy.

- EPSF Annual Congress documentary:

1. Through the 4 days, we will work on a documentation project in the cooperation with the media & publications chairperson and we will seek to get a partnership with a media production agency, we will work on making interviews with all the public figures, sponsors, partners and even the audience and the EPSFers and it will be made as a documentary to be presented after the end of the 4 days of the conference
2. It will also include an EPSF annual congress mini podcast with the public figures and the content creators.



## Offline Strategy:

1. We will focus on creating a mega offline activity for using it as guerilla marketing during the promotion of the conference and during the conference 4-days.
2. Ensure positioning the annual congress brand and visual identity through the promotion.
3. Gamification.
4. Flyers and posters that will be put in the lecture halls and labs, we will focus on a strategic offline plan to include all the faculty promotional sites.
5. Using the main digital screens of the faculty.
6. Focus on the setup for EPSF annual congress mini podcast and the documentary video interviews.



## Sponsors and Partners

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## Extras

### SEP Festival:

SEP Festival is designed to introduce pharmacy students to the Student Exchange Program as a valuable opportunity for gaining international professional internships. It highlights the program's role in enhancing students' academic, professional, and personal development through global exposure and cultural exchange.

### What's Included?

- SEP Awareness Session:

An introductory session explaining the Student Exchange Program, its purpose, and its benefits. It covers key advantages such as international experience, cultural exposure, and professional networking, along with a clear guide on application steps, requirements, and selection tips, ending with an open discussion and Q&A segment.

- Exchange Experience Talks:

Former SEP participants will share their real-life experiences, focusing on their journey, challenges faced, and the overall impact of the program on their skills, career opportunities, and personal growth.

- SEP Booth Activation:

An interactive booth highlighting SEP opportunities through visual materials such as brochures, posters, and destination showcases. It also includes engaging activities related to different countries and provides direct support from SEP representatives to guide students through the application process.



## Environmental Awareness Booth (Pharmacy & Sustainability):

An interactive awareness booth designed to highlight the connection between environmental health and pharmacy practice, emphasizing how environmental factors such as pollution, deforestation, and climate change can directly impact public health and medication effectiveness.

The booth aims to encourage students to reflect on the role of healthcare professionals in promoting sustainability and protecting the environment. It includes simple educational visuals about environmental health risks, the importance of tree planting, and how environmental protection contributes to disease prevention and healthier communities. Participants are also encouraged to share small personal actions that support a greener lifestyle.

## Additional Initiatives:

### Book Carnival

Book Carnival is a literary-focused activity designed to encourage reading culture, knowledge sharing, and meaningful interaction among participants in an engaging and relaxed environment.

### What's Included?

- Book Exchange Corner:

A space where participants can bring and swap books to promote continuous learning and knowledge sharing.

- Affordable Book Zone:

A selection of books available at fixed and accessible prices to ensure inclusiveness for all students.

- Reading & Discussion Area:



A calm space for reading and informal discussions, allowing participants to reflect and exchange insights into different books.

- Book Summary Challenge:

A small competition where participants summarize books they have read and present key takeaways in a creative and concise way.

### Startup Bazaar:

Startup Bazaar is an interactive marketplace designed to support innovation and entrepreneurship by showcasing student-led and small-scale startups in a dynamic and engaging environment. It aims to connect participants with real-life business ideas and encourage creative thinking.

### What's Included?

- Startup Booths:

Dedicated spaces for startups to display and promote their products or services.

- Mini Pitching Opportunity:

Short presentations where selected startups introduce their ideas and highlight their impact.

- Networking Experience:

An open space for interaction between students and entrepreneurs to exchange ideas and explore opportunities.

### World Health Day – IPSF Video:

World Health Day will be celebrated in collaboration with IPSF through a dedicated video screening activity that highlights the global importance of

health awareness and the role of pharmacists in improving public health. This segment aims to connect participants with the international pharmacy community and emphasize shared health priorities.

### Description:

- **IPSF Awareness Video:**

A short official video highlighting IPSF's role and global impact in pharmacy and healthcare.

- **World Health Day Message:**

A visual presentation aligned with the annual WHD theme to reinforce global health awareness and engagement.

- **Interactive Opening Moment:**

A brief introduction or reflection to connect the video content with the event's purpose and encourage participant engagement.

### CSR Social Media Awareness Challenge:

The CSR Challenge is a social media-based activity designed to encourage participants to create and share short awareness related to Corporate Social Responsibility, while increasing the visibility and exposure of the Congress.

### What's Included?

- **CSR Awareness:**

Participants create an awareness on a predefined CSR-related topic in a creative and engaging format.

- **Congress Exposure Campaign:**



All participants publish their reels on their personal accounts while tagging the official Congress page and using the official hashtag, contributing to increasing the overall visibility, reach, and online exposure of the event.

- Collective Digital Presence:

The combined posts create a unified online presence for Congress, helping in promoting its identity and attracting wider audience engagement.

## Registration System

### EPSF-Mansoura Registration System

(2023 - present)

1. Main Registration Sheet (Interested Form Data)
  - The system starts with a main sheet linked to an Interested Form.
  - All responses from the form are automatically collected in this sheet.
  - This sheet is the central database for all attendees.
  
2. Segmentation by Level
  - Attendees are divided into different levels:
    - Level 1
    - Level 2
    - Level 3
    - Level 4
    - Level 5
    - Graduates
  - Each attendee is assigned to a specific level based on predefined criteria.



No	Timestamp	Name	Phone number	Your University	Level	Done	Status	TR Name
1	03/07/2024 22:05:24	Attendee no 1	Phone number no 1	Mansoura university	2	<input type="checkbox"/>	answered only	
2	03/07/2024 23:24:54	Attendee no 6	Phone number no 6	Mansoura university	2	<input type="checkbox"/>	Paid	
3	04/07/2024 00:33:44	Attendee no 10	Phone number no 10	Mansoura university	2	<input type="checkbox"/>	Canceled	
4	04/07/2024 01:22:28	Attendee no 11	Phone number no 11	Mansoura university	2	<input type="checkbox"/>	Will pay	
5	04/07/2024 13:05:28	Attendee no 16	Phone number no 16	Mansoura university	2	<input type="checkbox"/>	didnt answer	
6	04/07/2024 17:55:22	Attendee no 20	Phone number no 20	Mansoura university	2	<input type="checkbox"/>	answered only	
7	07/07/2024 22:52:02	Attendee no 26	Phone number no 26	Mansoura university	2	<input type="checkbox"/>	Paid	
8						<input type="checkbox"/>		
9						<input type="checkbox"/>		
10						<input type="checkbox"/>		
11						<input type="checkbox"/>		
12						<input type="checkbox"/>		
13						<input type="checkbox"/>		
14						<input type="checkbox"/>		
15						<input type="checkbox"/>		
16						<input type="checkbox"/>		
17						<input type="checkbox"/>		
18						<input type="checkbox"/>		
19						<input type="checkbox"/>		
20						<input type="checkbox"/>		
21						<input type="checkbox"/>		
22						<input type="checkbox"/>		
23						<input type="checkbox"/>		
24						<input type="checkbox"/>		

### 3. Sub-Sheets per Treasurer

- The system includes separate sub-sheets for each treasurer:
  - Treasurer Member 1
  - Treasurer Member 2
  - Treasurer Member 3
- Each treasurer is responsible for managing assigned attendees within their sheet.

### 4. Coordinator Distribution System

- Each level has a coordinator responsible for:
  - Distributing attendees across treasurers.
  - Assigning follow-ups and tracking responses.

didnt answer	1
answered only	2
Will pay	1
Canceled	1
Paid	2

### 5. Attendee Status Tracking

- Each attendee is tagged with a status:
  - Answered
  - Didn't Answer
  - Will Pay
  - Cancelled
  - Paid
- This allows real-time tracking of progress for every attendee.

TR member 1	0
TR member 2	0
TR member 3	0







## 10. System Outcomes

- The system ensures:
  - Organized registration flow
  - Clear segmentation by level
  - Efficient financial tracking
  - Real-time status monitoring
  - Accurate final attendance list

System explanation video and online sheet are available in the following link.

[https://drive.google.com/drive/folders/199obWS0e9Nh12uP8y\\_VbOGtoquVQ7m7q](https://drive.google.com/drive/folders/199obWS0e9Nh12uP8y_VbOGtoquVQ7m7q)

## Registration Fees

**Full: 600L.E.**

**Advanced: 430 L.E.**

**Basic: 300 L.E.**

**OD: 580 L.E.**

## Financial Plan

Kindly, you will find the financial plan [here](#).

## Congress Board

### Advisory Board:

- **Ms. Merna Mohamed**
  - EPSF-Mansoura HLM
  - EPSF-Mansoura IPP 2022-23
  - EPSF-Mansoura President 2021-22
  - EPSF-Mansoura ER chairperson 2020-21
- **Ms. Eman Fawzy.**
  - EPSF-Mansoura HLM
  - EPSF Secretary General WG 2023-24
  - EPSF-Mansoura Secretary General 2022-23 & 2020-21
- **Ms. Zeinab Alnawasany**
  - 28th Annual Congress chairman 2023-24
  - EPSF-Mansoura Local Exchange Officer 2022-23 & 2021-22
- **Ms. Merna El- Osmaly.**
  - EPSF Alumna
  - EPSF PE chairperson 2023-24
  - EPSF-Mansoura President 2022-23
  - EPSF-Mansoura PE chairperson 2021-22
- **Mr. Moataz Abd El-Hady.**
  - 28th Annual Congress Secretary General 2023-24
  - EPSF-Mansoura Secretary General 2021-22
- **Ms. Rawan Ayman.**
  - 28th Annual Congress OC chairperson 2023-24
  - EPSF-Mansoura LOC chairperson 2021-22
- **Mr. Ahmed Samir.**
  - 28th Annual Congress ER chairperson 2023-24
  - EPSF-Mansoura ER chairperson 2021-22
- **Ms. Amany Awad.**
  - EPSF Alumna

- EPSF HR chairperson 2024-25
- EPSF-Mansoura President 2023-24
- EPSF-Mansoura Marketing Director 2022-23
- Ms. Aya Yasser.
  - EPSF HR WG 2024-25
  - 28th Annual Congress IC chairperson 2023-24
  - EPSF-Mansoura IR chairperson 2022-23
- Mr. Ahmed Barakat.
  - EPSF-Mansoura Alumnus
  - EPSF-Mansoura ER chairperson 2022-23

## Executive Board:

Chairman: Ms. Rowaa El-sayed Mohamed Farahat

Experience:

- Hosting EPSF 18<sup>th</sup> SOTW.
- EPSF- Mansoura President 2025-2026.
- EPSF “Most inspirational president” award 2024-2025.
- EPSF-Mansoura President 2024-2025.
- EPSF “Creativity Spark” award as a PH 2023-2024.
- EPSF-Mansoura PH Chairperson 2023-2024.

Marketing Director and Vice Chairman: Mr. Fares Shahba

Experience:

- EPSF MD Vice 2024-2025.
- EPSF MD WG 2023-2025.
- EPSF 1<sup>st</sup> Press conference Sub-coordinator.
- EPSF-Mansoura Marketing Director 2023-2024.

**Secretary General: Ms. Menna-Tallah Ahmed Abd EL- Aziz**

**Experience:**

- EPSF IT committee coordinator 2025-2026.
- EPSF IT committee coordinator 2024-2025.
- EPSF MD Working Group 2024-2025.
- EPSF "Best OD" award 2023-2024.
- EPSF Constitution Amendments Sub-Coordinator 2023-2024.
- EPSF-Mansoura Secretary General 2023-2024.

**Treasurer: Ms. Ghada Mohamed**

**Experience:**

- EPSF Treasurer TDP Coordinator 25-26
- EPSF TD Vice 25-26
- EPSF Treasurer Follow-up Coordinator 24-25
- (Top Creator) & (Top Investor) EPSF Treasurer awards 2023-2024.
- EPSF-Mansoura Treasurer 2023-2024.
- 

**Pharmacy Education Chairperson (Educational Manager): Ms. Hend Ibrahim.**

**Experience:**

- Hosting EPSF SOTW 18<sup>th</sup>.
- EPSF-Mansoura Pharmacy Education Chairperson 2025-2026.
- Pharmacy Education WG 24-25.
- EPSF Conference IC 2024-2025.
- EPSF SEP Potentials 2023-2024.

**Internal Communication Chairperson: Mr. Omar Ossama**

**Experience:**

- EPSF-Mansoura Human Resources chairperson 2025-2026.
- SOTW 18 IC & Social Supervisor 2025-2026.

- IPSF Editorial Team member 2025-2026.
- EPSF-Mansoura Human Resources chairperson 2024-2025.
- EPSF-Mansoura Contact Person Coordinator 2023-2024.
- 28th Annual Congress Educational & OC coordinator 2023-2024.
- SOTW 15 OC & Educational sub-coordinator 2022-2023.

### External Relations chairperson: Mr. Islam Abdallah

#### Experience:

- Hosting EPSF SOTW 18<sup>th</sup>.
- EPSF-Mansoura ER chairperson 2025-2026.
- EPSF-Mansoura External Relations Shadow 2024-2025.

### Media and Publications Chairperson: Mr. Amr Aziz

#### Experience:

- EPSF Marketing WG 2024-2025.
- EPSF-Mansoura Media & Publications Chairperson 2024-2025.

### Logistics and Organizing Chairperson: Mr. Fares El-hendawy.

#### Experience:

- EPSF-Mansoura External Relations Chairperson 2024-2025.
- EPSF 1<sup>st</sup> Press conference Sub-coordinator.
- EPSF Marketing working group coordinator 2023-2024.

### Emergency Coordinator: Ms. Shourok Hesham

#### Experience:

- EPSF-Mansoura Secretary General 2024-2025.
- EPSF Secretonaire 2023-2024.

### Registration Coordinator: Ms. Alaa Ibrahim

#### Experience:

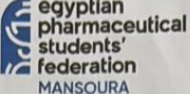


- Hosting SOTW 18<sup>th</sup>.
- EPSF-Mansoura Treasurer 2025-2026.
- EPSF-Mansoura "The Cresset" Treasurer shadow 2024-2025.

### Social Coordinator: Ms. Hana Sameh

#### Experience:

- EPSF-Mansoura Secretary General 2025-2026.
- EPSF-Mansoura Follow up team 2024-2025.

## Approvals:



In 1992, EPSF-Mansoura has been established in the Faculty of Pharmacy, Mansoura University for the purpose of upgrading the level of pharmacy career in Egypt. As being a member of EPSF "Egyptian Pharmaceutical Students Federation", EPSF-Mansoura gained its validity.

السيد الاستاذ الدكتور / جيني جيهان نصر  
وكيل الكلية لشئون التعليم والطلاب  
تحية طيبة وبعد ..

امتنا منا بحرص كلية الصيدلة بجامعة المنصورة على خدمه طلاب الصيدلة والتأكد على ريادتها العلمية والدعم القيم للنشاط الطلابي وحفاظنا على دور الجمعية العلمية في اظهار هذا الدعم.

تسعى الجمعية العلمية لاستضافه المؤتمر العلمي "EPSF Annual Congress" في نسخته الحادية والثلاثين والذي سيستضيف طلاب الصيدلة من عديد كليات الصيدلة على مستوى مصر، لذلك نرجو من سيادتكم التكرم والموافقة على توفير القاعات اللازمة لعقد وتقديم المحاضرات بسعة (٤٠٠ طالب فأكثر) والقاعات اللازمة لعقد ورش العمل في الفترة من ٢٠٢٦/١٠/٢٠ الى ٢٠٢٦/١٠/٣٠.

• القاعات المقترحة

١- قاعه المؤتمرات بإدارة الجامعة  
٢- قاعه أ.د / إبراهيم أبو النجا بكلية الطب.  
٣- مدرج أ.د / محمد حافظ بكلية الطب.

القاعات المقترحة لعقد ورش العمل

١- قاعات الدور الخفيف بالكلية.  
٢- قاعات مبنى ه الخاص بالكلية.

ولسيادتكم فائق التقدير والاحترام ولكم منا جزيل الشكر

راند الجمعيه  
رئيس الجمعيه العلميه

أ.م.د / يسرا محمد الفار  
30/3/2026

المراحمه سهيل المبروك  
30/3/2026

رواء السيد فرحات

EPSF-MANSOURA



Signature:

**EPSF-Mansoura President signature:**

**Ms. Rowaa Farahat**

**Chairman Signature:**

**Ms. Rowaa Farahat**

**Vice Chairman Signature:**

**Mr. Fares Shahba**

**epsf** MANSOURA