

AAPS Business and Partner Development Committee Charter

Approved by the Board of Directors 11/02/2019

Statement of Purpose

To advise AAPS on business and industry trends.

The objective of this committee is to advise on the overall strategic direction of the outwardly facing Corporate Engagement and Business Development unit within AAPS and will be asked to meet three (3) times each calendar year, with at least one (1) in-person meeting each year taking place at AAPS PharmSci 360. The remaining meetings will consist of virtual engagements. Additionally, it is expected that those serving on this advisory board will contribute roughly 1.5 - 2 hours each month, on average, depending upon time of the year and outstanding initiatives.

Committee Membership

The committee is composed of 8-12 member volunteers, including a chair, vice chair, and past chair. The committee is appointed by the AAPS Board of Directors. Any AAPS member or key business partner may apply for service on the committee through an annual open call. Selection of applicants is based on:

- Commitment to AAPS' mission and its strategic plan
- Interest in the intersection of the business needs for AAPS and parties utilizing sponsorship and marketing opportunities within AAPS' offerings
- Professional experience (5+ years) within the business functions of pharmaceutical science
- Preference will be given to AAPS members but is not required
- Ability to maintain confidentiality
- Ability to act impartially and diligently
- Time to commit to:
 - Participating in bi-monthly, 1.5-hour conference calls; the committee's activities begin in January and end in November (9 hours total)

Term of Service

Service as a member on the committee is a two-year term; half of the committee rotates off each year. Service as an officer on the committee is a three-year term: one year as vice chair, then chair, and finally as past chair. At the end of the term of service, members are eligible to re-apply to the committee. Each year in September, AAPS issues an open call to solicit volunteers for the following year. Calls may also be issued as needed if members choose to leave the committee before their term expires.

Tasks

The committee, with the support AAPS Business Development and Engagement staff in their efforts to effectively design engagements opportunities and increase overall revenue for AAPS:

- 1) Review annual AAPS' business development strategy and outcomes
 - a. Ensure partners have a strong voice and are effectively partnering with the Board to serve AAPS members
 - b. Create win/win opportunities for both AAPS members and partner/solution providers
 - c. Ensure that valued partners can reach their intended audience and share innovative approaches to advance science
 - d. Develop and execute on ideas for Pharm Sci 360 solution center
 - e. Enable effective partner presentation opportunities at Pharm Sci 360, taking advantage of various channels

- f. Actively partners with the scientific programming committee to integrate and leverage partner content in conjunction with scientific programming
 - g. Developing partnership opportunities as an integral part of AAPS workshops, year-round programming and community engagement
 - h. Grow the value of AAPS membership and involvement from our partner organizations around science, communities and careers
- 2) Review sponsored scientific programming content to validity, reliability, and overall appropriate application
 - 3) Review committee documents and communicate with other committee members in the committee's online community platform
 - 4) Monitor the performance of revenue (number and quality of submissions, etc.) and make recommendations to the AAPS Board of Directors for creating new revenue generating opportunities

Metrics and Milestones

- Building a revenue model that bring stability to AAPS through recognition of the need to address the business needs of our industry partners
- Encouraging engagement of organizations that seek to better interact with AAPS members to meet their business needs.
- Ensuring that an unbiased, simplified review of sponsored content that recognizes the most impactful science.