



Elections to the National Pharmacy Advisory Councils of the Royal College of Pharmacy

Information for Candidates 2026



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Section A

Council membership and responsibilities

1. Introduction

Within the new governance structure of the Royal College of Pharmacy, there will be three National Pharmacy Advisory Councils: the English Pharmacy Advisory Council (which also includes the Channel Islands and the Isle of Man), the Scottish Pharmacy Advisory Council and the Welsh Pharmacy Advisory Council (Cyngor Ymgynghorol Fferylliaeth Cymru).

Members of the Royal Pharmaceutical Society (MRPharmS and FRPharms) working in the respective countries are eligible to be candidates for elections to their National Pharmacy Advisory Council.

These elections are held at a key point of transition as the RPS becomes the Royal College of Pharmacy. The elections are taking place under the transitional provisions of the RPS, but the Councils will come into effect when the College formally launches. It's our ambition to secure formal approvals and launch in April 2026.

Should the launch of the College be delayed, successful candidates will join the existing National Pharmacy Board for their country and transfer across to the relevant National Pharmacy Advisory Council at the time of the launch. They will not need to stand for re-election to enable this transfer.

2. Role of the National Pharmacy Advisory Councils

The three National Pharmacy Advisory Councils will be accountable to the Senate. The purpose of each National Pharmacy Advisory Council is to:

- Inform and guide the implementation of the College's strategy in the respective country;
- Develop pharmacy policy and practice in the respective country;
- Implement professional development activity in the respective country;
- Engage with members and represent the College at national forums and stakeholder meetings.

3. Requirements of National Pharmacy Advisory Council members

Detailed requirements and role profiles for elected members of the National Pharmacy Advisory Councils (and other elected roles of the Royal College of Pharmacy) can be found in the Elections Pack.

4. Places for members on the English Pharmacy Advisory Council

There will be twelve places on the English Pharmacy Advisory Council, including the English Vice President, who acts as the Chair, and the Vice Chair, for members who work in England, the Channel Islands or the Isle of Man.

In this election, eight members will be elected (with the remaining places transitioning across from the current Board). The first four candidates elected shall receive a term of office of three years. The next four candidates elected shall receive a term of office of two years.

English Pharmacy Advisory Council

Current available roles in 2026 elections:

- 4x roles with a 3-year term
- 4x roles with a 2-year term

Candidates with the most votes will be appointed to roles with the longest terms.

5. Places for members on the Scottish Pharmacy Advisory Council

There will be nine places on the Scottish Pharmacy Advisory Council, including the Scottish Vice President, who acts as the Chair, and the Vice Chair, for members who work in Scotland.

In this election, five members will be elected (with the remaining places transitioning across from the current Board). The first three candidates elected shall receive a term of office of three years. The next two candidates elected shall receive a term of office of two years.

Scottish Pharmacy Advisory Council

Current available roles in 2026 elections:

- 3x roles with a 3-year term
- 2x roles with a 2-year term

Candidates with the most votes will be appointed to roles with the longest terms.

6. Places for members on the Welsh Pharmacy Advisory Council

There will be nine places on the Welsh Pharmacy Advisory Council, including the Welsh Vice President, who acts as Chair, and the Vice Chair, for members who work in Wales.

In this election, seven members will be elected (with the remaining places transitioning across from the current Board). The first three candidates elected shall receive a term of office of three years. The next three candidates elected shall receive a term of office of two years.

Welsh Pharmacy Advisory Council

Current available roles in 2026 elections:

- 3x roles with a 3-year term
- 3x roles with a 2-year term

Candidates with the most votes will be appointed to roles with the longest terms.

7. Other Council places

Additional places for election may be made available on the National Pharmacy Advisory Councils, should any existing National Pharmacy Board members choose to stand down before the election takes place.

8. Period of office

Every year a date is fixed on which members who have been elected to a National Pharmacy Advisory Council in that year take office – this is known as the “Effective Date”.

We are anticipating that the Effective Dates for 2026 will be the date when the RPS formally transitions to become the Royal College of Pharmacy (our ambition is to have Privy Council approval for 15 April 2026). If we do not secure Privy Council approval for this date another Effective Date will be fixed and advertised.

Successful candidates will take office from 00.01 hours on the Effective Date.

A Council Members’ induction for all National Pharmacy Advisory Council members will take place on Tuesday 24 March 2026. This induction is to support the election of the College Officers, who will take up roles on the Senate and the Board of Trustees. We will also be holding formal inductions in June 2026. Details

of future Council meetings will be published in due course on the RPS/College website.

9. Additional responsibilities of Council Members – Officer elections

Members of the National Pharmacy Advisory Councils must be prepared to fill positions on the Senate and Board of Trustees if required, to ensure the effective governance of the organisation.

Officer elections for College President, College Vice-Presidents (who act as National Council Chairs) and National Council Vice Chairs will take place very shortly after the election results are announced, so candidates should consider in advance whether they would like to put themselves forward for one of these roles. The election of the President will happen first – so unsuccessful candidates for President have the ability to stand for another Officer role should they wish.

The deadline for submissions of the (up to) 1,000 word personal statement which sets out to your fellow Council Members why you are the right person to hold one of these roles is 9am on Tuesday 17 March 2026.

These should be sent to:

- English Pharmacy Advisory Council submissions to: Yvonne.Dennington@rpharms.com
- Scottish Pharmacy Advisory Council submissions to: Carolyn.Rattray@rpharms.com
- Welsh Pharmacy Advisory Council submissions to: Cath.Ward@rpharms.com

Officer election timeline:

9am on Tuesday 17 March 2026	Deadline for candidate submissions for Officer elections (President, Vice President and Vice Chair roles)	Candidates wishing to stand for an Officer role (President, Vice President, Vice Chair) must submit their personal statement setting out to fellow Council Members why they are the right person for the role by this date.
10am on Wednesday 25 March 2026	Voting for Officer elections opens	All Council Members who will be in place on a Council on the "Effective Date" will be eligible to vote in the new Officers. Each will have one vote for President, and one vote for their own nation's Chair/Vice President and Vice Chair.
5pm on Thursday 26	Voting for Officer elections closes	

March 2026		
Friday 27 March 2026	Results of Officer elections announced	All results will be announced, with roles allocated to those candidates receiving the highest number of votes.

9.1 The Senate

The Senate is responsible for determining the strategic direction of UK pharmacy professional leadership; advising the Board of Trustees on professional matters; monitoring the College's impact at a GB level; and harmonizing the activities of the Councils and all other professional advisory groups and committees.

Nine of the intended 15 Senate members will be drawn from the National Pharmacy Advisory Councils. These include the three College Vice Presidents, the three National Vice Chairs and one other member from each Council. The Officer roles and the other Council Members joining the Senate will be elected by the Councils between Wednesday 25 and Thursday 26 March 2026 (after the results of this election are known and following the National Pharmacy Advisory Council Members' induction day on Tuesday 24 March 2026).

The other Senate members will be the President (also elected by all National Pharmacy Advisory Council members), an early careers pharmacist, a specialist in pharmaceutical science (appointed), an educationalist (appointed), and up to two other specialist roles (appointed as required).

In addition to their commitments to their National Pharmacy Advisory Council, Council members elected to the Senate are expected to attend four ordinary business meetings a year. In addition, there are also working days, which means Senate members will have two days' worth of meetings in February, June and September. It is essential that any candidates who put themselves forward for election to the Senate have the capacity to attend these meetings. Dates will be posted on the RPS/College website.

Senate meetings will typically be held at 66 East Smithfield, London or remotely via video conference.

9.2 Board of Trustees

The Board of Trustees has overall responsibility for all College activities and ensures the College is operated in accordance with charity regulations and its Royal Charter obligations. It takes fiduciary responsibility for the College, agrees strategy and annual plans with the input of the Senate on professional matters, and ensures the College delivers against its objects.

There will be 9 places with the majority filled by the elected membership. Five members of the Board of Trustees are drawn from the Senate, including the President and Vice-Presidents. As above, elections for these roles will take place between Wednesday 25 and Thursday 26 March 2026 (after the results of this election are known).

9.3 Royal College of Pharmacy member engagement

Council members also participate in the work of the Royal College of Pharmacy in their local region by joining meetings, giving presentations and actively promoting the policies and activities of the College. The National Teams support this activity, and it is flexible to suit individuals. Nonetheless, candidates who put themselves forward for election to Councils should ensure they have the capacity to fulfil this aspect of the role.

10. Induction and development

An induction day for members of the National Pharmacy Advisory Councils is scheduled for 24 March 2026. The day gives members the chance to find out more about the organisation and their role within it, and to meet Directors and other key members of staff. This is an invaluable introduction to the work of the College, the Councils and the Senate. We will also be holding formal inductions in June 2026. All Council members should attend inductions and take part in the ongoing training where provided.

11. Expenses and Allowances

Council roles are voluntary and unpaid in line with Charity Commission guidance. Reasonable expenses will be reimbursed, in line with the Royal College of Pharmacy policy, for attending College meetings and undertaking College activities in line with the role specification.

Section B

Election procedure

1. Introduction

The detailed election procedure is given in the Election Scheme for Members of the National Pharmacy Advisory Councils, 2026. This Section covers those matters of procedure that are common to all the Councils.

2. Eligibility criteria

A person will be eligible for election to a National Pharmacy Advisory Council if they are:

- A current Member (MRPharmS or FRPharmS) of the Society
- Registered with the General Pharmaceutical Council

The following criteria must also be followed:

- Members are only eligible to stand for election in a country in which they work (based on their place of work)
- Members may only stand for election to one National Pharmacy Advisory Council

A person will not be eligible for election to any College governance bodies and a Council member must step down and not re-stand if:

- They are disqualified from being a charity trustee under any applicable UK charity legislation;
- They have been removed from the register of pharmacists in any jurisdiction;
- They become ineligible to be a member of the College or terminate their College membership;
- They have been removed from membership of the College or the RPS or from a College governance body;
- They are or become unwilling or unable (under the relevant legal provisions) to act as Trustee of the College (whether appointed or not) – noting that both Senate and Trustee composition relies on elected National Pharmacy Advisory Council members and whilst standing for those roles is not compulsory, the College cannot function if no elected National Pharmacy Advisory Council members are prepared to act as Trustees;
- They take up substantive employment with the College;
- They have served (or been deemed to have served) a maximum of nine consecutive years on a College governance body and have not taken a break of a Full Term before seeking re-election or appointment;

- They have failed to pay, by the date and time fixed for the return of nominations forms, any subscription or other debt due and payable by them to the Society.

A National Pharmacy Advisory Council member does not have to stand down from their role if:

- They become pregnant or take any form of parental leave or other authorised leave permitted by the Standing Orders;
- They change their substantive practice following the effective date.

3. Nominations

Detailed information on nominations appears on the nomination form, which can be obtained from <https://www.mi-nomination.com/rpharms>. Candidates must ensure they have the correct nomination form for their country.

Each candidate must provide the name and contact information of two RPS members who are willing to act as a Proposer and Seconder of their nomination. Candidates may not put themselves as either Proposer or Seconder.

Proposers and Seconders must have personal knowledge of the candidate and be satisfied that they are suitable to serve as an elected member. They must be eligible to vote for a candidate they are nominating.

Nominations open at 11am on Monday 5 January 2026 and close at 5pm on Monday 2 February 2026. Nominations received outside of this timeframe will not be included.

Candidates may not withdraw their nomination after 5pm on Wednesday 18 February.

4. Election results

Voting closes at 5pm on Wednesday 11 March 2026. All candidates will be telephoned to notify them personally of the results on Thursday 12 March. If a candidate isn't contactable via telephone, they will be emailed by the end of the day. The election results will be announced publicly on Friday 13 March 2026.

5. Candidate CV and declaration of relevant interests

Candidates are invited to provide information to the electorate on the extent and type of work undertaken by them within, and for, the profession of pharmacy via the online platform provided by the Society. Candidates MUST provide information on their address as on the Society's database, and MUST declare any relevant interests not given in the particulars of work above, under the following headings:

- a) Sponsorship, including any awards, sponsorship, bursaries, grants for research, etc.

- b) Family interests, including any financial interests of the candidate or close family members that might be considered relevant to their position as a member of a Council
- c) Beneficial interests in shareholdings, including the names of companies or other bodies in which the candidate has, either on their own behalf or on behalf of or with a spouse, civil or common law partner, or children under 18 years of age, a beneficial interest in shareholding of a nominal value greater than 1/100th of the issued share capital

No correction to any grammatical or typographical errors in candidates' CV information will be made. CV information must not include any hyperlinks or website addresses.

6. Election statements, photos and video

Candidates will be invited to provide statements in response to pre-set questions determined in advance by the Returning Officers, to provide a general statement of up to 150 words and a headline statement of up to 20 words. No corrections to any grammatical or typographical errors in candidates' statements will be made.

Candidates may, in addition supply a photograph and video (see Appendix 2 and 3 for further detail), thereby allowing candidates the maximum freedom of expression. Use of the Society's logo is strictly prohibited in any candidate photo or video and in all election material other than that published directly by the Society.

The Returning Officer will not publish a written statement which exceeds the specified word count. Neither will the Returning Officer publish any election statement or video which in their opinion is in breach of the guidelines set out for candidates, would amount to the commission of a criminal offence or would render the Society potentially liable to civil proceedings or bring disrepute to the Society.

The Returning Officer may in consultation with the candidate issue a statement of clarification if in their opinion any part of an election statement or video refers to matters outside the current functions, powers and duties of the relevant Council.

Photos must follow the guidelines set out in Appendix 2 and video statements, if submitted, must follow the guidelines set out in Appendix 3. Videos will be uploaded to the Mi-Voice online voting site and can then be viewed alongside the written candidate statement and photo.

7. Other declarations and undertakings

Every candidate for election to the National Pharmacy Advisory Councils is required to sign declarations and undertakings relating to the following which are included in the nomination form:

7.1 Adverse decisions

Members and fellows who have received adverse decisions, for example from a court or regulatory body, are eligible to be candidates and benefit from the protections of the Rehabilitation of Offenders Act 1974. Declaration of adverse decisions is in keeping with principles of transparency and probity.

7.2 Current investigations

A Member (including Fellows) is NOT eligible for election if they have been charged with a criminal offence (except where that charge is covered by the Rehabilitation of Offenders Act 1974), or if they have been notified by the Society or any professional, regulatory or public body that they are subject to investigation in relation to their conduct or competence. This is to protect the reputation of the Society/College and the profession from the unknown, pending the outcome of the investigation.

If you are in any doubt whether this requirement applies to you, please seek guidance from the Returning Officer before submitting your nomination.

7.3 Disqualification as a director or trustee

A Member (including Fellows) is NOT eligible for election if they are currently disqualified from being a company director or is, or would be, disqualified from being a charity trustee. The standard is that any of the events listed in section 178 of the Charities Act 2011 must NOT apply to the candidate.

In summary, these events are disqualification from acting as a company director or charity trustee, any conviction for dishonesty or deception, has been adjudged bankrupt and has not been discharged, or has made a composition with creditors that has not been discharged.

If you are in any doubt whether this requirement applies to you, please seek guidance from the Returning Officer before submitting your nomination.

8. Inclusion and diversity

RPS/the Royal College of Pharmacy is committed to making inclusion and diversity central to the profession, ensuring that its governance structures and leadership reflects the richness and diversity of our pharmacy profession. We celebrate and encourage diverse voices across pharmacy and strive to create a culture of belonging within the National Pharmacy Advisory Councils, Senate and Board of Trustees.

We welcome applications from individuals of all protected characteristics and strongly encourage those from underrepresented groups, including members from Black, Asian and Minority Ethnic backgrounds, people of all abilities, and

individuals from diverse communities to stand for election to the National Pharmacy Advisory Councils.

Your perspectives and experiences are vital to ensuring our governance structures truly represent the diversity of our profession and the communities we serve.

9. Information and assistance

The Society does not seek to influence the election of National Pharmacy Advisory Council members. Beyond the dissemination of the candidate nomination details, statements, CVs, photos, videos, declaration of relevant interests, election statement and declaration of adverse decisions with the voting papers, the Society will provide no information or assistance to election candidates over and above what it would normally provide to any member in fulfilment of its Charter obligations.

10. Campaigning

10.1 Contributions to The Pharmaceutical Journal

- i. From the date that nominations are closed to 24 hours before voting closes, candidates are expected to send no more than two letters, of which each must be on a different topic, for inclusion in The Pharmaceutical Journal
- ii. The Pharmaceutical Journal will consider a maximum of two letters from each candidate for inclusion, dating from the publication of the nominations to 24 hours before voting closes, provided they are submitted on schedule
- iii. Each letter must be no longer than 400 words
- iv. Letters must be about issues, not personalities, and should neither promote other candidates nor criticise them negatively. Material that contravenes the above will be amended or removed
- v. The editor reserves the right to remove or amend material, or refuse publication outright, at their discretion
- vi. The Pharmaceutical Journal will not publish articles of any sort from candidates during the election period, unless they are part of a commissioned series or planned some time in advance or otherwise commissioned at the editor's discretion
- vii. Candidates must not submit paid advertisements relating to their candidacy for inclusion in The Pharmaceutical Journal from the date that nominations are closed to the final date for return of voting papers. Any such

- advertisements received from known candidates will not be published during this period
- viii. Contributions to The Pharmaceutical Journal on behalf of candidates will be treated in the same manner as contributions from candidates themselves

10.2 Contributions to other publications or forums, including internet sites or discussion groups, in-house or member organisation magazines

Anything written by, on behalf of or about candidates should not be libellous or untrue in matters of fact. Candidates must bear in mind that, under the Society's Code of Conduct, they are required to behave with integrity and honesty and to maintain the dignity and welfare of the Society and their profession and must adhere to the Candidate Guidelines for Campaigning set out in Appendix 1.

10.3 Notes to editors

Should an editor or editors choose to pose questions to candidates, they are asked in the interests of fairness, to ensure that all candidates are given the opportunity to respond to the questions and that the length of the responses be restricted.

11. Hustings

Outside organisations or parts of the Society may arrange hustings events, if they so wish, provided all candidates are given an equal opportunity to present their views. There will be no restriction on the reporting of hustings events by the pharmacy media. It may be difficult for all candidates to attend such meetings. If a candidate cannot attend, they should have an opportunity to submit a statement, equal in length to the opening statements of candidates who are able to attend, to be read by the Chair or some other appropriate person.

Appendix 1

Candidate guidelines for campaigning

This document outlines the rules, guidelines and standards that candidates must adhere to when campaigning in the 2026 Elections. This refers to all types of campaigning content – both online via social media channels, and offline via in-person and traditional mediums.

We recognise that candidates may possess varying levels of familiarity with social media, so we have developed guidance designed to assist you throughout this process. To ensure our advice is as comprehensive and supportive as possible, we have addressed a range of potential challenges and possible worst-case scenarios, though it is important to note that, in general, elections are conducted in a respectful and professional manner.

Adhere to the Code of Conduct

Healthy and robust debate is to be expected and encouraged, particularly during the election period, however, all members have a responsibility under the terms and conditions of RPS membership to always adhere to the Society's Code of Conduct (which can be found in Appendix A of the current Regulations). The Code specifically includes that every RPS member must:

- Conduct themselves in a manner that upholds and enhances the reputation of the Society;
- Maintain the dignity and welfare of the Society and the profession;
- Never engage in any activity that will impair the dignity, reputation or welfare of the Society, fellow members or the profession;
- Not implicate the Society, through direct reference or use of membership status, in any statement that may be construed as defamatory, discriminatory, libellous, offensive, slanderous, subversive or otherwise damaging to the Society.

Campaign via social media and other online forums

In addition, the following guidelines provide candidates with standards for campaigning responsibly and sensibly, via social and other media forums, in a way that will maintain the reputation of the Society and the profession and not deter participation in the election process.

- You have a right to speak freely and express your views but always think carefully about everything you say, particularly your use and tone of language. Remember you are personally accountable for everything you post on social media.

- Uphold the Society's values of professionalism, inclusion, diversity and respect in all posts and interactions.
- Avoid posting content that could be seen as discriminatory, offensive, or otherwise inappropriate.
- Refrain from engaging in political debates or endorsing political parties, their candidates, or political activism.
- Never forget that you are on show, as a member of the RPS and as a professional, not just to your followers but to anyone else who sees what you post. Inappropriate use of social media can pose a risk to the Society's and your own individual reputation.
- Your posts will be visible for anyone to read including patients, your colleagues and employer, wider pharmacy stakeholders, potential and existing members of the RPS and the press.
- Use your common sense and think about the impact your posts/comments might have on others before you publish them. Avoid posting anything that could be offensive or could be misconstrued in a way that could damage your own or the Society's reputation.
- Do not defame or disparage the RPS, its members, other candidates or staff.
- Never make comments that could be perceived as racist, sexist, homophobic or otherwise prejudiced – harassment, ethnic slurs, personal insults, racial or religious intolerance and any other form of inappropriate behaviour is unacceptable. You may also be committing a criminal offence.
- Always treat others with consideration, politeness and respect.
- Respond to comments, questions, and messages with courtesy and sensitivity.
- Encourage constructive discussion and diverse perspectives; moderate contentious threads calmly.
- Avoid engaging with trolls, inflammatory comments, or personal attacks. Exercise caution when engaging with others who have made negative comments, always remain professional. Remember, you do not have to reply to every comment—sometimes, choosing to remain silent can be a more dignified and constructive approach.
- Do not engage in any form of negative campaigning – do not criticise your fellow candidates or members. You should be respectful of other people's opinions whether those opinions are in accordance with your own or not.
- Do not publicly share something about other candidates or members that might be confidential.
- Do not post anything that is libellous or untrue – online posts are subject to the same copyright and defamation laws as written or verbal communications.
- Always show due consideration when discussing controversial topics or issues that may provoke a charged, emotional response.

- Do not join in with others who may be attacking another individual – cyber bullying or trolling of any kind is unacceptable.

Expected behaviour and conduct of elected members

In addition to the general Code of Conduct, an additional level of professional responsibility and behaviour is required from all members of the RPS's (and future Royal College of Pharmacy's) governing bodies, which reflects their status as leaders of the organisation and the pharmacy profession in general. Existing National Pharmacy Board members standing for re-election and new candidates are therefore reminded that, on taking office, they are required to sign an additional agreement binding them to uphold the requirements of the Code of Conduct for Members of Governance Bodies.

Breach of guidelines

All members and candidates are encouraged to report any breach of these guidelines, the Code of Conduct or misuse of social media in general to the RPS. Any instances of suspected breach of the election guidelines, and/or of the Society's Code of Conduct will be investigated under the relevant Conduct Scheme and may result in a formal Conduct Hearing. Any member who is subsequently found to be in breach of the Code may have sanctions imposed on them, including removal from office and/or the elections process, and may ultimately be removed from membership of the Society.

Members may also be requested to remove individual comments/postings which are deemed to constitute a breach of either these guidelines or the Code – failure to comply with such a request may result in a formal Conduct Hearing.

Appendix 2

Candidate photographs

The publication of a high-quality photograph of a candidate can have a positive impact on voters. We therefore encourage all candidates to follow these guidelines as closely as possible in order to ensure their portrayal in the best possible way.

Image Submission Guidelines

- Photos must be at least 1024 x 768 pixels, in JPG, GIF or PNG format and not pasted into Word documents. They need to be good quality and should not be scanned images or pictures of pictures.
- Try to take photos against a background that is relatively plain and light, and isn't too 'busy' – e.g. no large items like wall-clocks, or bookcases etc.
- Photos should include your full face and shoulders at a minimum.
- Pictures should be taken facing the camera or from a slight angle.
- Try to use natural bright lighting when taking the photo, avoid using the flash where possible.
- Think about the context. Your photo should represent you as a professional, so take this into account when considering things like outfits, settings and poses.
- Smile! You should try to smile naturally for the photo, this isn't a mugshot, we'd like to show your personality.
- We'll do all the cropping/editing so don't worry about that.
- Please don't send group photos, use a solo shot of yourself.
- Don't manually take the photo yourself (ie. no 'selfies'), get someone else to take it for you or use the timer.
- Examples of Good Profile Photos:



Appendix 3

Candidate videos

Candidates are invited to submit a short video clip, up to two minutes long, which will be uploaded to the Mi-Voice online voting site and can then be viewed alongside your written candidate statement and photo.

The video clip will give you an opportunity to address the members of the country in which you are standing for election and should be based on your nomination statement about why you wish to be elected and what you feel you can bring to the role.

To ensure fairness for all candidates, if you do wish to include a video statement with your nomination you must follow these guidelines:

The video must be a simple address to camera in a single shot.

Videos must not contain captions (other than subtitles – which are permitted and strongly recommended for accessibility) additional images or graphics, background music or logos of any kind.

Videos should show you framed with your head and shoulders in view, looking into the camera.

Ensure you choose an environment that is quiet and with good lighting to record your statement.

Choose an appropriate backdrop to your recording and think about what you are wearing – be aware that how you look and the scene behind you will influence how viewers receive your statement.

Prepare what you want to say in advance, ensuring that your speech does not exceed two minutes in total.

Your video can be recorded from a laptop or hand held device so long as you ensure the camera is securely held still during the recording, either by another person holding it or through using a tripod.

'Selfie' style with a hand held device is not recommended.

Check your video statement thoroughly before forwarding it to us. Make sure you are happy with how it looks and that what you say can be clearly heard. It is possible that you may not have noticed background noises until after you hear them on your recording.

Be prepared to have a couple of goes at your video statement until you have a version you are happy to submit.

Ensure you keep your video statement to 2 minutes or less – statements longer than 2 minutes will not be accepted.

The RPS and Mi-Voice are not able to help you film or edit your video.

Video Specifications

Please note that videos need to be in one of the following formats:

- WMV
- AVI
- MOV
- 3GP
- MPEG
- MP4
- FLV
- SWF
- WebM
- MKV (h.264)

We recommend uploading videos in HD for quality playback, using one of the standard aspect ratios: 4:3 or 16:9. File size should not exceed 50MB.

All videos will require approval by the relevant Returning Officer prior to uploading to the website to ensure appropriate content.

Submitting your video file

If your video file is under 10MB you can email it to support@mi-voice.com

If you prefer, or if your video file exceeds this size, you can upload your video via the Mi-Voice online site at www.mi-nomination.com/rpharms

Alternatively you can use a free file sharing website such as www.wetransfer.com or www.mailbigfile.com. These services* enable you to upload your file and have the download link sent directly to our email address: support@mi-voice.com

Video statements will not be accepted after the closing of nominations. If you have any questions please contact Mi-Voice using support@mi-voice.com

* Please note that these websites are in no way affiliated with the RPS or Mi-Voice and no responsibility can be taken for any issues which may arise from their use.

Appendix 4

How to run an effective campaign

Candidates who are able to consistently and clearly engage with voters via online and offline channels with targeted messaging and personal interactions throughout the election period are more likely to win support from fellow members.

This document has been put together to aid all candidates, whether they have prior experience in campaigning or not, in using online and offline channels to promote themselves and run an effective election campaign. While not all approaches in this document may be practical or relevant to all candidates in every context, it gives a selection of options to guide your campaign strategy.

Online Channels: Social Media & Networking

Social media platforms like LinkedIn, Facebook, X, Bluesky and Instagram allow for instant, broad outreach. Read Appendix 5 on how to campaign on LinkedIn for more tips.

Share purposeful content such as articles, blogs, and campaign updates—use hashtags, images and short videos in your posts as much as possible to boost visibility.

Follow and interact with influential individuals, organisations, and pharmacy related accounts to expand your professional network.

Engage actively in relevant professional groups, comment thoughtfully on others' posts, and ensure your own posts are clear and accessible to newcomers to the issue/topic.

Offline Channels: Traditional Touchpoints

Create and distribute posters, flyers, and letters targeted to key locations and contacts.

Attend and actively network at in-person events, workshops, and professional meetings—face-to-face contact remains pivotal.

Encourage word-of-mouth referrals by making connections with local professional leaders and the broader professional community.

Build strong personal relationships by hosting informal gatherings or arranging mentoring sessions with established board members.

Utilise your organisation's publications, noticeboards or staff events to reach those not engaged online.

Campaign Strategy and Engagement Tips

Start your campaign as soon as nominations are announced, focusing efforts heavily during the voting window.

Share an election statement, career history, photo and short video through your professional social media channels/forums/online presence across all available channels so potential voters can learn about you.

Respond quickly to questions, provide regular meaningful updates, and acknowledge supporter contributions to demonstrate reliability and build momentum.

Observe engagement with your campaign messages and content and adapt your approach based on feedback.

By blending digital and traditional outreach, fostering connections, and maintaining a clear, targeted message, you'll maximise your visibility and credibility among voters considering their ballot choices.

Appendix 5

Tips for running an election campaign on LinkedIn

LinkedIn is the professional online networking site therefore it's one of the most powerful ways of promoting your election campaign, making your voice heard, and building support among potential voters.

If you don't already have a LinkedIn profile, or you've not used it in a while, start with the basics – establish who you are, what you do, and what you stand for. Then you can take your election campaign to the next level on LinkedIn by establishing thought leadership, strategic networking, and targeted engagement with your professional community, especially the voting members and influential stakeholders within the Society.

Optimise Your LinkedIn Profile

Ensure your LinkedIn profile highlights board-ready skills—such as leadership experience and impacts made in prior governance or committee roles.

Include detailed entries for any previous board positions, outlining contributions and measurable outcomes.

Feature your expertise in areas relevant to the profession, such as strategic planning, leadership and advocacy, sector innovation. If you don't have previous experience, try to showcase transferable skills and an understanding of the role you're standing for.

Build a Relevant Network

Actively connect with senior leaders, existing board members, senior professionals and the wider pharmacy community.

Engage meaningfully with key individuals by commenting on their posts, sharing insights, and contributing to pharmacy-related LinkedIn groups.

Demonstrate Expertise Through Content

Regularly post and share articles on topics central to the Society's priorities and strategic objectives, current topics and issues important to members.

Create and share content that showcases your understanding of the challenges and opportunities for pharmacy.

If you have a business account, use LinkedIn's publishing platform (which is a function that allows long-form, in-depth articles) for purpose-driven messaging, including candidate statements, vision pieces, and responses to current issues and opportunities within the profession.

Maximise Engagement and Visibility

Like, comment, and share relevant posts, engage with influential stakeholders and leaders to stay visible and reinforce your commitment to the sector.

Respond to comments, answer questions, and share relevant resources to build rapport and credibility among your followers and target voters. Read our Candidates guide to campaigning guidelines for more information (see Appendix 1), particularly on how to handle difficult interactions online.

Proactive Outreach and Direct Communication

Research the election process well and identify the voters (members and fellows) most influential in the final outcome.

Engage with relevant individuals with connection requests, direct messages, and tailored posts to explain your candidacy and strategic vision. *[Please note that RPS employees have to remain impartial during the elections, so may not be able to engage]*

Highlight your commitment, transparency, and readiness in all communications, referencing your profile and previous postings for credibility.

Practical Tips for a Strong LinkedIn Campaign

Post regularly during the campaign window, addressing issues voters care about, and invite feedback or dialogue.

Share endorsements, testimonials, or references from respected colleagues or previous board associates.

By blending strategic networking, consistent thought leadership content, and authentic two-way engagement, LinkedIn can be a powerful platform to amplify your candidacy and build support among the potential voters.