

PCCA Social Media Contest: Compounding Kiki Challenge



GOAL

Involve your pharmacy staff in creating a music video to engage in teambuilding and let your followers know you're excited for International Seminar 2018!

PRIZE

The top-voted video will win a **FREE registration to International Seminar 2018 + a FREE lunch for your entire pharmacy staff** (total value: up to \$2,095).¹

DEADLINE

Submissions must be posted by October 5, 2018.

HOW TO ENTER

1. Download the [Compounding Kiki song](#).

Instrumental by KayGW Beats; vocals and [lyrics](#) by PCCA Team Members Bené Taylor and Whitney Andrews

2. Film a music video for the song in your pharmacy and/or lab.

Requirements:

- Play the song through a speaker while recording (don't overlay it in a video editing program)²
- Have fun, but keep it family-friendly
- Optional: Include PCCA products and/or our [printable props](#)

3. Submit your music video by posting it to your pharmacy's Facebook Page and/or Instagram.

Requirements (submissions **must** include all of the following to qualify):

- Post must have a public audience
- Tag PCCA (@pccarx) and include hashtags #CompoundingKiki and #ISTX18
- Caption must include this statement: "Instrumental remix by KayGW Beats."

WINNER SELECTION

Video submissions will be posted by PCCA on Thursday, October 18. Public voting will be available until 11:59 p.m. CT on Wednesday, October 24. The winner will be announced at the International Seminar Awards Banquet on Thursday, October 25. Video submissions will also be played on screen during the Seminar.

¹ If the winner has already paid for their International Seminar registration, their full registration fee will be refunded. Lunch will be paid for with a gift card valued at \$12 per staff member (maximum of \$300 total).

² Overlaying the song in a video editing program instead of playing it live during your recording might cause your video to be flagged for copyright infringement review. The instrumental is a "sound-a-like," so your review will come back fine, but this could cause your video to be unviewable for several days and may affect your eligibility. Playing the music while recording avoids this issue.

* Contest only open to active PCCA members.