

HUPO MARKETING COMMITTEE 2018 REPORT

This report will focus on a future vision and plans for the committee

A) Mission of the Marketing committee:

The Marketing committee should handle the task of crafting HUPO's marketing message (*i.e.*, promoting proteomics and HUPO) as well as the marketing message for the various causes it promotes (*e.g.*, HPP).

The Marketing committee should also play a key role in supporting some fundraising efforts (*e.g.*, contacting major philanthropic organizations, generating income for the society via various events). The HUPO website will be an important tool for achieving these goals.

The Marketing Committee is made up of the following members:

- Beth Anderson, USA
- Randy J Arnold, USA
- Mark Baker, Australia
- Christoph Borchers, Canada
- Gary Kruppa, USA
- Emma Lundberg, Sweden
- Daniel Martins-de-Souza, Brazil
- Christine Miller, USA
- Ken Miller, USA
- Charles Pineau, France (new chair)

Christoph Borchers resigns from the chair but is willing to participate to the committee as a member. Jean-Charles Sanchez (Switzerland) decided not to renew his participation to the marketing committee.

A first meeting will take place in Orlando on Tuesday Oct 2, during HUPO2018.

As the new chair, I would like members to first outline HUPO's objectives and strengths and then identify key opportunities for improvement and growth. Every member in the committee will have a chance to participate and add value to help the society becoming more successful.

HUPO's first marketing message should present HUPO's mission and objectives so that:

- New member clearly sees the benefits of becoming a HUPO member and why they should join;
- Potential donators have a clear impression of what HUPO stands for and why they should support it.

Members of the committee should work together to craft a marketing strategy for HUPO, identify key tasks that will enable the execution of their ideas and assign roles to the committee members so that there is accountability.

As a basis for discussion at our upcoming meeting in Orlando, here are a few ideas:

New members initiative:

Define what are the benefits of a HUPO membership. It should be much more than participating to annual congresses at discount rate. As a priority, target efforts and messages to attract young scientists.

- **Access to “Basics in proteomics” courses:** Identify senior members who could provide courses and materials that could be shared with HUPO’s members. As a reward, 1 course = 1 free registration to an annual congress for them or a member of their team.
- **HUPO’s 3 minutes thesis:** Competitors could be allowed 1 to 3 slides and explain their research to a non-specialist audience. Call launched annually. Pre-selection of 10-12 candidates on the basis of their video message that will be posted on website. One-hour slot at annual congress to select the winner. Vote by all HUPO members. Prize to be defined. Post videos of the event on the website.
- **Other ideas...**

Branding communication initiative:

Create t-shirts about HUPO and the human proteome. Check how much it would cost to produce and how many could we sell at annual congresses. Run an annual competition to design creative and amazing t-shirts.

Fundraising and donations initiative:

That is a medium-term objective. I propose to follow a simple marketing strategy with three levels: 1) finding potential donors; 2) obtaining donations; and 3) develop a loyal donor following.

It is first necessary to clarify the situation of HUPO with regard to taxes and the possibility of raising funds. We may need some help from a lawyer. The committee should then draft a fundraising campaign to be approved by the HUPO Council. We then need to elaborate messages with punchlines (e.g., translating the code of life). Website will be a major tool for this initiative.

Looking forward to support of the HUPO Marketing Committee on the ideas presented here.

Charles Pineau