

HUPO MARKETING COMMITTEE 2019 REPORT

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
- Christine Miller, USA
- Ken Miller, USA
- Kanna Palaniappan, USA
- Stephen Pennington, Ireland (ex-officio)
- Charles Pineau, France (new chair)

A first meeting was scheduled in Orlando on Tuesday Oct 2, during HUPO2018. However, participation was below expectation. Let's hope for a new start with productive discussion and exchanges during HUPO2019.

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 priority, the committee will target efforts and messages to attract young scientists. Here are the two three objectives we plan to work on during the coming months with deliverables at HUPO2020:

- **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. **The objective is to organize the first competition 2020.**
- **Pitch presentations of HUPO and HPP at major meetings in various fields** : Get the interest of biologists and explain the many benefits of joining the HPP for their own research on human. Also promote the use of proteomics guidelines and data deposition at ProteomeXchange with non-proteomics journals. Preparation of 4-5 slides available for volunteers that would be approved by HUPO EC. Discuss how to promote the idea among HUPO members. Define key objectives? (e.g., number of pitch presentations per year...).
- Prepare a future section for HUPO website dedicated to donators: Our new website ergonomics is well acknowledged by HUPO members. During the website construction, we anticipated it could be used in the coming future for: 1) finding potential donators; 2) obtaining donations; and 3) develop a loyal donator following. We then need to elaborate messages with punchlines (e.g., translating the code of life). The committee should be able to draft a fundraising campaign to be presented the HUPO Council at HUPO2020.

These are the bases for discussion at our upcoming meeting in Adelaide.

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

Charles Pineau