

HUPO MARKETING AND OUTREACH (MOC) COMMITTEE 2021 REPORT

13th September 2021

Committee Members

Vera Ignjatovic, Chair (AUS)
James Waddington, Co-Chair (IRL)
Emily Hashimoto-Roth (CAN)
Jennifer Geddes-McAlister (CAN)
Benjamin Garcia (USA)
Conor McCafferty (AUS)
Lennart Martens (BEL)
Sanjeeva Srivastava (IND)
Tiannan Guo (CHI)

Contact

marketing@hupo.org

Committee objectives

The HUPO Marketing and Outreach Committee (MOC) is responsible for promoting proteomics via the HUPO brand to a wide audience using a range of tools and activities. The MOC organizes outreach activities, such as the delivery of proteomics presentations/seminars and the planning and running of workshops. To assist in these efforts, the generation of marketing materials for distribution using key contacts and social media platforms is used to reach audiences from scientific and non-scientific backgrounds. The MOC actively engages with third-party organizations to increase the profile of proteomics, for both visibility and potential streams of income and sponsorship. This combination of MOC activities is also aimed to increase the number of HUPO members. The committee reports to the HUPO Executive Committee (EC), providing updates on successful events and future plans. In addition, the MOC coordinates the activities of several subcommittees including the Website and Social Media, Membership, and Video/Advertising sub-committees to achieve the missions of MOC.

Summary of recent accomplishments (January to August 2021)

Social Media Guide	Created a HUPO specific social media guide to Twitter, Facebook, and LinkedIn to ensure standardization and minimise risk for misuse.
WeChat Account	Created a HUPO WeChat account to increase HUPO reach into China and other markets where WeChat is used.
WeChat Content *ongoing	Created and enabled a global team of students and post-docs in assisting in the ongoing creation of WeChat material, translating HUPO related posts from English into regional languages (currently in China only).
Webinar Guide	Created a HUPO specific webinar guide to ensure uniformity and maximize the standard and exposure within and outside of HUPO.
HUPO Website Membership Pages Review	Completed a review of the existing HUPO website membership pages and revised the information to create a web page that is simple, exciting and attractive to potential new members, with the overall aim to increase the HUPO member base
Basecamp	Introduced Basecamp as a content management, collaboration, and planning tool for HUPO. Also created a survey to be distributed to the HUPO EC/HPP/MOC/ECR committee members to obtain feedback related to the usefulness of basecamp in 2021 and potential continuation of the Basecamp subscription in 2022 and beyond.

List of activities in progress (September 2021 to January 2022)

DESCRIPTION	PLANNED ACTION and AIM	TIMELINE
WeChat Payment	Create a financial pathway that enables HUPO membership and/or congress and webinar registration payments via the WeChat platform. The aim is to increase the HUPO member base, engagement in the annual congress, and create additional income for HUPO.	Oct 2021
HUPO Sponsorship Prospectus	Create a standardized approach for all HUPO-related sponsorship requests. The aim is to improve communication with potential industry sponsors and minimise multiple requests.	Nov 2021
Speakers Interview for HUPO ReCONNECT 2021	We plan to conduct a series of personal interviews with speakers of the HUPO ReCONNECT 2021 annual congress. The aim is to increase the visibility of the HUPO reconnect 2021 event and to provide opportunity for early career researchers (ECRs) to have in-depth communication with established experts.	Sep/Oct 2021
Videos	Create 3-5min “meet the HUPO members” videos. The aim is to give the HUPO community a “face”.	1 st August 2021
Social Media	Create a pathway to be used to submit material for advertising across the social media channels. The aim is to ensure a standardized approach known to the whole HUPO member base and further engage members with relevant activities.	October 2021
Member Highlights initiative	Create social media posts to make HUPO members visible to the HUPO community, as well as externally. The aim is to provide an additional benefit to HUPO members and highlight their wonderful achievements.	October 2021

Future goals, vision of committee

This is encompassed in the table above

Financial impacts and/or requests (if appropriate)

Potential Renewal of Basecamp for 2022 and beyond (flat fee for unlimited users across all of HUPO)

Recommendations to the HUPO Council and Executive Committee

1. Update to the HUPO Website as per the recent MOC review
2. Update to the HUPO Website Membership pages
3. Enablement of receipt of payments (e.g. registrations, memberships) via applications such as WeChat.