

HUPO MARKETING AND OUTREACH (MOC) COMMITTEE 2022 REPORT

30th September 2022

Committee Members

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James Waddington, Co-Chair (IRL)
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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 2022)

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). To date, we have attracted 1,296 followers on the HUPO WeChat, containing 118 articles, with over 35,000 views.
HUPO Website 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. Completed a comprehensive review of the HUPO website (as a whole) and provided specific recommendations to the HUPO EC for improvements that could be actioned as “low hanging fruit” improvements at minimal or no cost.
Humans of HUPO	https://www.hupo.org/humans-of-HUPO Established the Humans of HUPO initiative designed to highlight one HUPO member every month of the year – to highlight the diversity of career stages, disciplines, geographical locations and ethnicities. Nine members highlighted to date.
Humans of HUPO t-shirts	T-shirts that celebrate Humans of HUPO; given out free of charge at the HUPO 2022 Congress.

	<p>Humans of HUPO t-shirts sponsorship prospectus created (on advice from IAB) and four sponsors secured. At the time of preparation of this report the MOC was deciding on the supplier based on three independent quotes.</p> <p>The humans of HUPO t-shirt sponsorship proposal will be included as part of the single HUPO congress sponsorship prospectus from 2023.</p>
Strategic review	Vera Ignjatovic, as Chair of the MOC, participated in regular HUPO strategic review meetings throughout 2022. The results of that review will be announced at the HUPO 2022 meeting, and will highlight a number of action items for the MOC.
Proteomics Knowledge Resource (PKR)	<p>https://pkr.hupo.org</p> <p>Created logos for the PKR sections, to increase the user-friendly aspect of this resource.</p>

List of activities in progress (September 2022 to March 2023) *

DESCRIPTION	PLANNED ACTION and AIM	TIMELINE
HUPO Sponsorship Prospectus	<p>Create a standardized approach for all HUPO-related sponsorship requests.</p> <p>The aim is to improve communication with potential industry sponsors and minimise multiple requests.</p>	March 2023
HUPO Podcast	An alternative avenue to increase the marketing and outreach capabilities of HUPO.	Ongoing
Line	Creation of a HUPO specific LINE account to increase reach into South Korea and Japan	Ongoing

Future goals, vision of committee

*The table above and this section will be updated and finalized towards the end of 2022 and beginning of 2023, based on a recently completed HUPO Strategic Review.

Financial impacts and/or requests (if appropriate)

Potential request to cover a very small component of the Humans of HUPO t-shirt initiative, based on the difference (if any) between the sponsorship obtained and the actual cost of the t-shirts.

Recommendations to the HUPO Council and Executive Committee

None for this report, due to the strategic review and actions arising from that process.