

2019 MMPC Marketing & Outreach

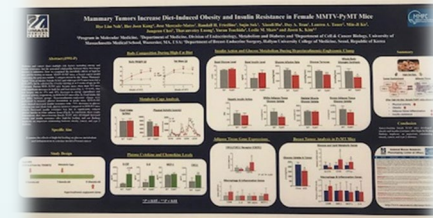
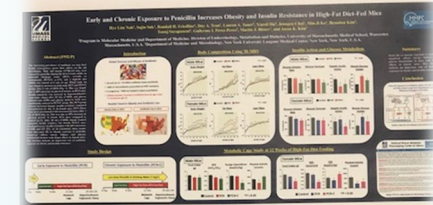
- Conference Outreach & Education
- Social Media
- Collateral Material
- Email Blasts



Representation at Conferences

Provide Educational Material

- Center services
- Educational offerings
- Training information
- Promote Poster sessions
- MicroMouse grant
- Direct contact with centers



ABOUT THE COURSE

Metabolic Tracers is a course that provides basic information on the use of metabolic tracers in the study of metabolism. The course is designed for researchers who are interested in the study of metabolism and who want to learn more about the use of metabolic tracers in the study of metabolism.

COURSE CO-DIRECTORS

Faculty / Speakers

John A. J. van der Horst, PhD
 Michael G. Cline, PhD
 James M. Hill, PhD
 Henry J. Lee, PhD
 David L. MacIntyre, PhD
 Matthew M. McDermott, PhD
 Richard M. Mudd, PhD
 Richard M. Mudd, PhD
 David M. Mudd, PhD
 Robert M. Mudd, PhD
 James M. Hill, PhD

12th ANNUAL COURSE

ISOTOPE TRACERS IN METABOLIC RESEARCH

Principles and Practice of Isotope Analysis

Oct 21 - Oct 25, 2019

Sanford, VT

A small group course on the theory and practice of isotope analysis for the study of metabolism in human and animal models.

Conference & Education Outreach

2019 Conferences

- **ENDO**
 - March, New Orleans
- **Experimental Biology**
 - April, Orlando
- **Digestive Disease Week**
 - June, San Diego
- **ADA**
 - June, San Francisco
- **Obesity Week - Upcoming**
 - November, Las Vegas

Conference	Conference Attendance	MMPC Data Sheets	Micro Mouse Flyers
ENDO (19)	5100	329	337
Experimental Biology (19)	13,000	461	500
DDW (19)	14,000	386	300
ADA 78th sessions (19)	18,500	490	390
Obesity Week (18)	6000	256	159

Social Media

- **Twitter**

- Grew followers by 31%
- Maintained tweet/retweet frequency
- Leveraging NIDDK, DK.net tweets

- **LinkedIn Company Page**

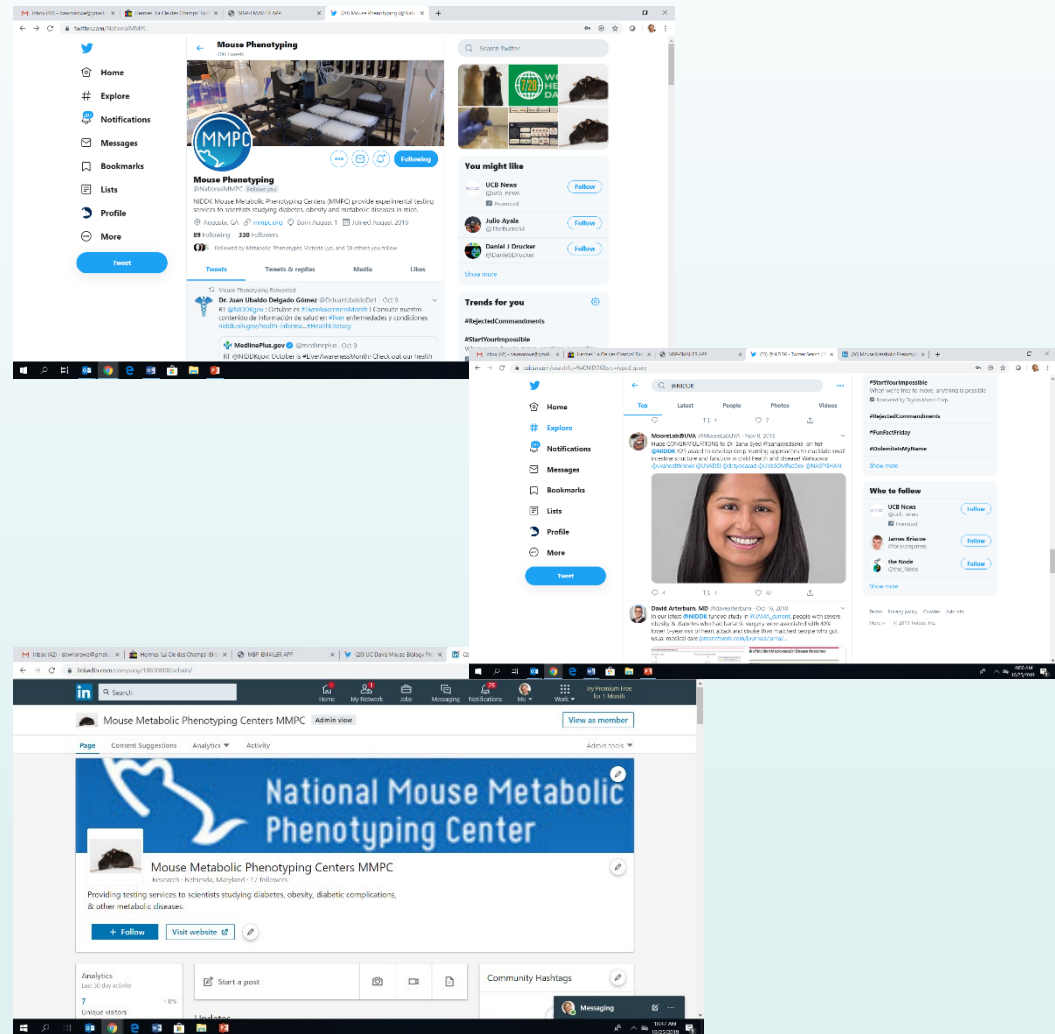
- Created new MMPC National MMPC Company page
- 17 active followers
- 50 average impressions per month
- Posted published papers

- **Wikipedia**

- Submitted for acceptance pending review 6mo – 1 year wait.

- **Looking at 2020**

- Profile MicroMouse award recipients
- Post published papers on social media



Outreach & Information Support

- Disseminate education and training information at conferences
- Assistance with creation of collateral material
- Provide MMPC booth and Materials for Center events
- Promotion of training and education opportunities via social media
- MicroMouse Grant promotion
- Center marketing collateral support



ABOUT THE COURSE

Whom? This course provides basic introductory and concept discussion information on performing metabolic studies using isotope tracers in both laboratory or clinical settings as well as in the field. The course is designed for investigators as well as for those with experience who wish to expand their capabilities to more sophisticated problems. The faculty has expertise in a wide variety of applications and methodologies.

Techniques are taught for the investigation of whole body metabolism, for metabolic balance across organs, for cellular flux rates and pathway regulation in humans, animals and cells. Basic aspects of modeling will be considered, as well as specific applications to the study of endocrinology, the genetic metabolism and energy balance. Theoretical and practical matters related to sample analysis for mass spectrometry and NMR are discussed, including examples of applications involving determining isotopic enrichment and isotopic kinetic parameters. Attendees can discuss their research projects in more in-depth mentoring sessions with faculty.

COURSE CO-DIRECTORS

Oliver P. McGuinness
Yale School of Medicine

Elizabeth Parke
University of Missouri

FACULTY / SPEAKERS

Julia KATKA, PhD
Hiroshi KUROKAWA, MD, PhD
Stephen CHENG, MD, PhD
Michael CHEN, MD, PhD
James W. KELLEY, PhD
Marek LACZKOWSKI, PhD
David P. MCGINNIS, PhD
Matthew MERRITT, PhD
Elizabeth PARKE, PhD
Stephen PERRELL, PhD
Michael PUGH, PhD
David H. WAGNER, PhD
Robert R. WOLFE, PhD
Jenny YU, PhD

12th ANNUAL COURSE

ISOTOPE TRACERS IN METABOLIC RESEARCH

Principles and Practice of Kinetic Analysis

Oct. 21 - Oct. 25, 2019
Nashville, TN

A novel, long course on the theory and practice of stable and radioactive isotope tracers for the study of metabolism in human and animal models.

https://research.medicine.umich.edu/researchpalooza-exhibitor-list-2019

UNIVERSITY OF MICHIGAN MICHIGAN MEDICINE U-M MEDICAL SCHOOL MRESEARCH

OFFICE OF RESEARCH

OUR UNITS FUNDING & PROPOSAL DEVELOPMENT REGULATORY REVIEW & COMPLIANCE RESEARCH PROJECT MANAGEMENT CORES & RESEARCH RESOURCES EDUCATION & TRAINING ABOUT US CONTACT US

Home » Researchpalooza Exhibitor List 2019

Researchpalooza Exhibitor List 2019

Below you'll find the current list of Researchpalooza exhibitors - more are being added every day! Would your organization be interested in exhibiting? [CLICK HERE](#) for more information.

3D Imaging Laboratory
Advanced Genomics Core
Animal Care & Use Office
Applied Biostatistical Sciences (ABIS) Network
Bioinformatics Core
Bioinformatics Institute
Biomedical Research Core Facilities
Biomedical Research Store
BioMIR Core Facility
BioSocial Methods Collaborative
Calendar Review & Analysis Office
Cardiovascular Center Clinical Research Group (C3RG)
Cardiovascular Center Phenotyping Core & Physiology Phenotyping Core
Cardiovascular Center Respiration Core
Center for Bioethics & Social Sciences in Medicine
Center for Cancer Biostatistics
Center for Chemical Genomics
Center for Human Growth & Development
Center for RNA Biomedicine
Center for Structural Biology and Cryo-EM
CLASS Lab/Biorepository

RESEARCH PROJECT LIFECYCLE

EVENTS & WORKSHOPS

OnCore Training
The OnCore Central Support Team provides support and training to help the clinical trials community transition to OnCore. Each OnCore training session provides hands-on training that allows staff and...
October 28, 2019 1:00 PM

CTS-University
The Clinical Trials Support Office is now offering CTS-University - professional and personal growth workshops that address topics important to staff. CTS...

Moving Forward in 2020

- Spend 2020 pushing services of MMPC via conferences & eblast efforts
- Increase awareness of Center offerings
- Create a pipeline for Centers to build on in the future
- Promote Center poster sessions on social media
- Grow LinkedIn & Twitter presence
- Promote grant receipts and their research work



MicroMouse Grant Awardees:

Kalapana Acharya, Wellesley College (ENDO 2019)

Alexander Banks, Beth Israel Deaconess (ADA 2019)

2020 Proposed Conferences

- **ENDO**
 - March, San Francisco
- **Experimental Biology**
 - April, San Diego
- **Digestive Disease Week**
 - May, Chicago
- **American Diabetes Association**
 - June, Chicago
- **Obesity Week**
 - November, Atlanta

