

2019 MMPC Marketing & Outreach

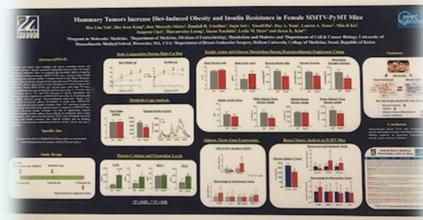
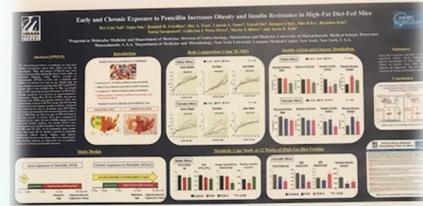
- Conference Outreach & Education
- Social Media
- Collateral Material
- Email Blasts



Representation at Conferences

Provide Educational Material

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



Conference & Education Outreach

2019 Conferences

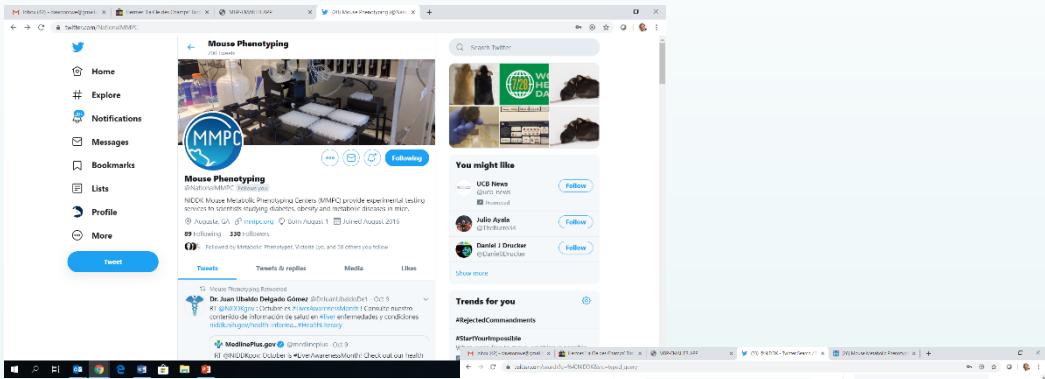
- **ENDO**
 - March, New Orleans
- **Experimental Biology**
 - April, Orlando
- **Digestive Disease Week**
 - June, San Diego
- **ADA**
 - June, San Francisco
- **Obesity Week - Upcoming**
 - November, Las Vegas

| 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

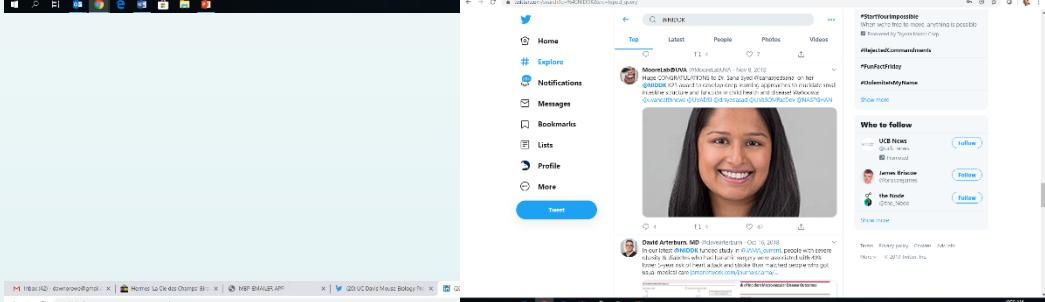
• Twitter

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



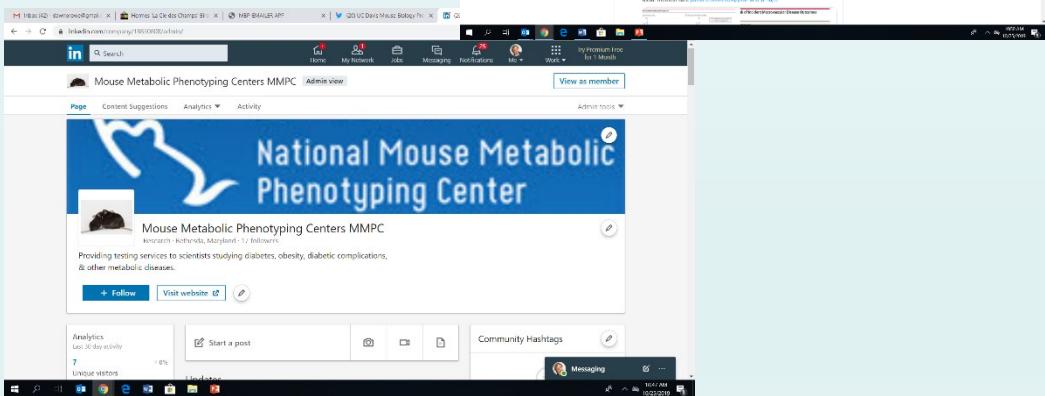
• LinkedIn Company Page

- 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



A blue and white poster for the '12th ANNUAL COURSE ISOTOPE TRACERS IN METABOLIC RESEARCH'. It features the text 'Principles and Practice of Kinetic Analysis' and 'Oct. 21 - Oct. 25, 2019 Nashville, TN'. The poster is 'Supported by The National Institute of Diabetes and Digestive and Kidney Diseases'. It includes sections for 'ABOUT THE COURSE', 'COURSE CO-DIRECTORS' (Owen P. McGuinness and Elizabeth Park), and 'FACULTY / SPEAKERS' (a list of 15 faculty names). A small text box on the right says 'A week-long course on the theory and practice of stable isotope tracer techniques for the study of metabolism in human and animal models.'

A screenshot of a web browser showing the 'RESEARCHPALOOZA EXHIBITOR LIST 2019' page. The page has a yellow header with the University of Michigan logo and 'RESEARCH' tab. Below the header, there's a navigation bar with links like 'OUR UNITS', 'FUNDING & PROPOSAL DEVELOPMENT', 'REGULATORY REVIEW & COMPLIANCE', 'RESEARCH PROJECT MANAGEMENT', 'CORES & RESEARCH RESOURCES', 'EDUCATION & TRAINING', 'ABOUT US', and 'CONTACT US'. The main content area is titled 'Researchpalooza Exhibitor List 2019' and includes a list of exhibitors such as '3D Imaging Laboratory', 'Advanced Genomics Core', 'Animal Care & Use Office', 'Applied Biostatistical Sciences (ABS) Network', 'Bioinformatics Core', 'Biointerfaces Institute', 'Biostatistics Research Core Facilities', 'Biomedical Research Core', 'BioIMI Core Facility', 'BioSocial Methods Collaborative', 'Calendar Review & Analysis Office', 'Cardiovascular Center Clinical Research Group (C3RG)', 'Cardiovascular Center Phenotyping Core & Physiology Phenotyping Core', 'Cardiovascular Center Regeneration Core', 'Center for Bioethics & Social Sciences in Medicine', 'Center for Cancer Biostatistics', 'Center for Clinical Trials', 'Center for Human Growth & Development', 'Center for RNA Biomedicine', 'Center for Structural Biology and Cryo-EM', and 'CLASS Lab Biorepository'. There are also sections for 'RESEARCH PROJECT LIFECYCLE' and 'EVENTS & WORKSHOPS'.

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

