



GOBLET

Global Organisation for Bioinformatics Learning, Education & Training

**Outreach and PR COMMITTEE
ANNUAL ACTIVITY REPORT
GOBLET AGM
TORONTO, CANADA
2018**



OUTREACH and PR COMMITTEE AIM & OBJECTIVES

AIM

- promote the mission of GOBLET, publicise the organisation’s membership benefits and teaching resources, promote upcoming events via announcements and website updates;
- support GOBLET with its marketing and promotional aspects, from brochures to booth exhibits, *etc*

OBJECTIVES

- Duplicate banners for Europe and Asia
- Develop a GOBLET brochure
- Switch GOBLET mailing lists to mailchimp
- Create a schedule for organizations to be represented in the GOBLET newsletter
- Look into getting ISBN number for newsletters

OUTREACH and PR COMMITTEE COMPOSITION

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OUTREACH and PR PROGRESS AND ACHIEVEMENTS

What is the achievement	Next steps
GOBLET booths at ISMB and ECCB	Book booth space for next year
2 newsletters (so far) in 2018	3 rd newsletter after AGM
Mailing list migration to mailchimp	Set up templates, sub mailing lists
Created GOBLET brochure	Have brochure at all conferences

OUTREACH and PR TOP THREE CHALLENGES

1. How do we keep track of members? How do we find out what is happening in their institutes?
2. The GOBLET mailing lists – who receives emails and who should be receiving emails? Members only? Is it an advertising tool to get new members? Is it an advertising tool for members?



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3. How does GOBLET need to grow? How does GOBLET want to grow? How is GOBLET growing? -> questions that need to be answered for advertising
 - What are we offering to the community?
 - What is our product?
 - What is the need we are filling or the problem we are solving?
 - Does GOBLET need to pivot?
 - Is GOBLET a guiding force and authority?

OUTREACH and PR TOP THREE PRIORITY ACTIONS

1. Newsletters continue to be a priority
 - Use for member engagement
 - Use for advertising
 - Use for new member recruitment
2. Booths
 - Representation at more conferences?
 - Member representation at booths
 - How do we attract the right attendees to our booth
3. GOBLET representation by members
 - Make it easier for members to advertise GOBLET at conferences; leverage individual members to represent GOBLET
 - Ensure members have GOBLET mentioned on websites
 - Slide for presentations
4. Advertising opportunities - on newsletters, at booths, on posters