Exit Report - Template

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| Name | Catherine Scott (Primarily did facebook/twitter)  Christopher Blackford (Primarily did website and paypal)  Nishant Singh (Primarily Facebook) |
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| Task/Role | Social media |

Just leave a section blank if you don’t feel the question applies to your task.

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| Describe your role/task: |

We managed the twitter account and helped set up the website.

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| What did you wish you had known beforehand? | List important info or decisions you may have to know in order to complete your task/role. For example, you can’t start fundraising until you have a budget. |

Website registration: The most important thing the website needs to accomplish is to make registration easy to understand and complete. For OE3C2016, we choose to go with a wordpress.com website. Wordpress.com is different than wordpress.org and there are important differences between the two. If you plan on using wordpress make sure you understand these differences.

Unfortunately paypal did not integrate well with wordpress.com. This made the registration process confusing. Instead of having one drop down menu or a shopping cart format with all the registration options, we ended up having to have a separate buttons (student ticket, post-doc ticket, buying t-shirt etc.). This led to a cluttered and confusing page.

**My (Chris) biggest advice is to make sure your website integrates well with whatever payment system (e.g. Paypal) you end up choosing**. Consider getting someone who is good at designing websites from scratch for this role. It is my impression that the free websites often don’t allow you to sell items online. It may be worth just paying extra for a premium site that easily allows payment.

Payment system on website: There are multiple ways to accept online payment and Paypal is the most common. Whatever system you choose, the company processing the payment will get a cut of your ticket sale so make sure you factor that into your price. For example, we charged $93 for our student ticket and Paypal took 2.9% of that plus $0.30 so we ended up with $90 per ticket. Regardless of which payment site you choose, make sure you factor this added cost into your budget, as it can be significant.

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| Contacts | List the organization/companies/individuals you contacted to complete your task. Would you contact those individuals again? If not, why and do you have suggestions for may have been a better choice? |

We tweeted at various invited universities about registration, deadlines, etc. It would be useful to compile a list of institutional and/or departmental twitter/instagram handles early on and tweet relevant information to them periodically, without being spammy. It might also be worthwhile to compile a list of student association facebook pages from different institutions to share this information with as well.

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| What worked? | List the things that made your task easier, or resulted in it being a success. |

For website: Make it clear to the other OE3C organizers that it is their responsibility to contact you with information they want on the site. For example, if someone else is tasked with the job of setting up a conference bank account, make sure they contact you with the necessary info. The bank account will need to link up with the Paypal account used for the registration process on the conference website.

Make it clear with other organizers when you begin the website what you believe is your responsibility (e.g. paypal creation) and what is their responsibility (e.g. creating the registration form that will go on the website)

Finally, errors in website suck but they will probably happen. Make sure you check whatever OE3C email account you set up to see if attendees are raising questions/concerns over the website.

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| What didn’t work? | List the things that you would change or do differently to save yourself time/energy/$ if you had to do the task again. |

For OE3C, conference registration (name, school, abstract info etc.) was handled through a google doc and payment was handled through Paypal. Both of these systems worked well by themselves but ideally they should have been integrated together. Having this separate system meant that some people submitted an abstract, but did not pay or paid, but did not submit an abstract. Although the registration team tried to stay on top of this so that no one slipped through the cracks – some individuals did forget to submit abstracts and had to be squeezed in at the last moment. In essence you want people paying at the same time they give you their name, school, abstract etc. The website person (Chris) is not sure how to best accomplish this task.

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| Give a general timeline to completing the task. | Give general dates for around when milestones on your task were completed. You can make suggestions about if you thought you did this too late/too early. |

Setting up the twitter account should probably happen as early as possible and tweeting things like when the website is up, when registration is open, when early bird deadlines are approaching, etc. should be directed at invited departments/institutions.

The above approach is also appropriate for the website. Even if you don’t know the conference dates, you can still advertise the event and put it in people’s minds for the spring. We recommend try to have a fully functional website by November containing information about the organizing committee (and their contacts if necessary), the aim of the conference, the history of the meeting, links to social media, ect. This will help the fundraising team as the solicit sponsorship because they can direct people to the website to learn about the conference.

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| Do you have any online accounts or account information to pass along? | Give id and passwords for account you may have used and the next group could take over (Facebook, Twitter, etc.). |

Our twitter account is OE3C2016 and the password is ChrisCatherineNishant. Next year’s organizers may want to update the handle etc. and use this account, since it already has followers who attended this year and is already following many Ontario university accounts.

Last year’s website can be found at oe3c2016.org. Contact Chris (see details at top) if you have questions but he suggests you should just start your own webpage for OE3C 2017.

Nishant is am currently the only admin of the facebook page. Next year’s committee may want to take over this (again because it has followers who may be interested in the 2017 conference). Please contact Nishant and he can transfer the page to you (see above.

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| Other comments | List any other useful information that the previous questions may not have answered. |

For website stuff and paypal stuff, it is sometimes useful to try out a system before you commit to it. For example, I (Chris) made a dummy email account to test out wordpress and paypal before linking it officially to OE3C. I recommend this. Especially for Paypal. It was hard to get details on how paypal worked before setting up an account.