

Symposium on Aging Research Committee Descriptions

MARKETING AND COMMUNICATIONS ROLE

This role is responsible for connecting and communicating with student groups, faculty members, and a range of partnering groups and potential attendees, and creating all promotional material for the Symposium on Aging Research. This includes:

- connecting and communicating with the AHWB committee, the RIA, UW Faculty, and UW students regarding all SoAR related items;
- inviting a range of groups to attend the SoAR event, including community groups (i.e. SHARP, YODA, WNJs, third age learning groups, etc.), gerontology student groups at other universities in Ontario, and faculty members at other universities conducting aging research;
- inviting and encouraging faculty members and students from other universities to present their work;
- creating, printing and distributing promotional content, including both paper and virtual posters;
- creating, printing and displaying posters for the day of the conference (e.g. large format poster of agenda);
- curating, creating and updating content for all SoAR social media accounts (Facebook and Twitter).

WEBSITE ROLE

This role is responsible for maintaining the Symposium on Aging Research website. This includes:

- creating yearly event and event recap pages using the Waterloo Content Management System (WCMS);
 - “WCMS for Content Maintainers” (SEW 099) training required
- designing event registration and abstract submission online forms;
- transcribing and uploading event videos to YouTube;
- liaising with Networking on Aging Research (NAR) program coordinator and faculty Web and Digital Communications manager to ensure site content adheres to established guidelines;
- maintaining uwsoar.com domain through domain registrar;
- coordinating with photographers and videographers for event media coverage;
- storing event media with appropriate local and cloud backups.

TREASURER

This role is responsible for overseeing the financial administration of the Symposium on Aging Research. This role includes:

- managing the SoAR bank account (e.g., cashing cheques);
- maintaining up-to-date records of all financial transactions;

- preparing and managing an annual conference budget;
- identifying potential funding sources;
- completing funding applications;
- preparing funding reports;
- ensuring that use of funds complies with conditions set by funding organizations.

EVENT LEAD

This role is responsible for coordinating the Symposium on Aging Research's day-of events.

This role includes:

- securing a keynote speaker;
- securing a venue;
- securing conference supplies and furnishings (e.g., tables, chairs, poster boards);
- scheduling presentations;
- recruiting day-of volunteers and coordinating volunteer schedule;
- recruiting graduate students to moderate sessions and judge presentations;
- coordinating conference food/beverages (e.g., order, delivery).