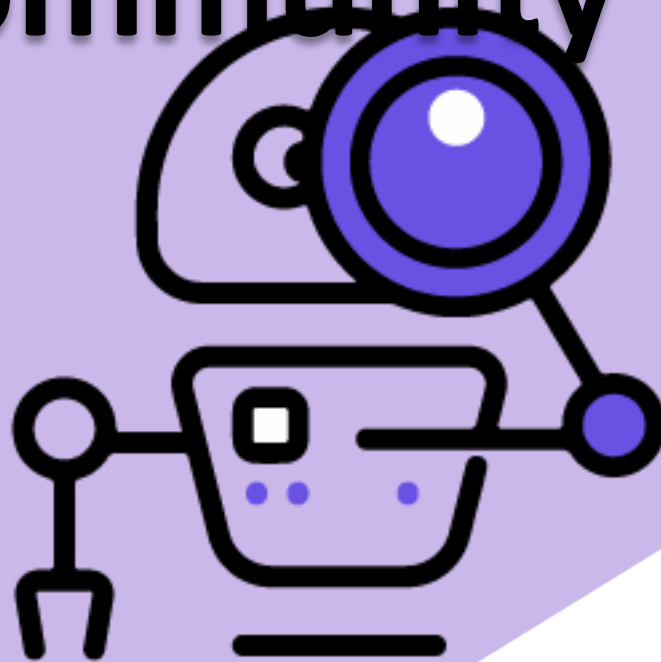


# The Evolution of an eResearch Community Program



**Beatta Zarrabi**

Community Program Lead, UNSW Research Technology Services



**UNSW**  
SYDNEY

# Research Technology Services (ResTech)

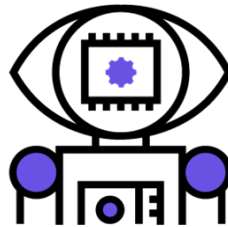
## Our Mission

To empower researchers by providing capacity and tools in **Research Computing** and **Research Data** platforms that enhance the research experience.

The **ResTech Community Program** is dedicated to empowering UNSW researchers by providing tailored support, innovative training, and collaborative networking opportunities. We are the connection between researchers and our technical support team.



Compute



Data



Community

# ResTech Community Program



**Beatta Zarrabi**

Community Program Lead, UNSW Research Technology Services

# ResTech Community Program



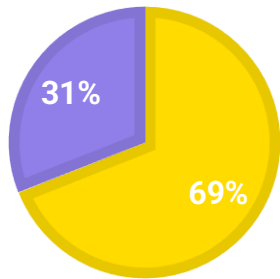
**Beatta Zarrabi**

Community Program Lead, UNSW Research Technology Services

# The Impact of COVID on Community

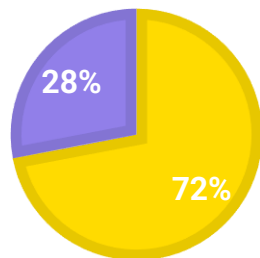
## Increased Focus on Health & Safety

ATTENDEES CONCERNED ABOUT HEALTH



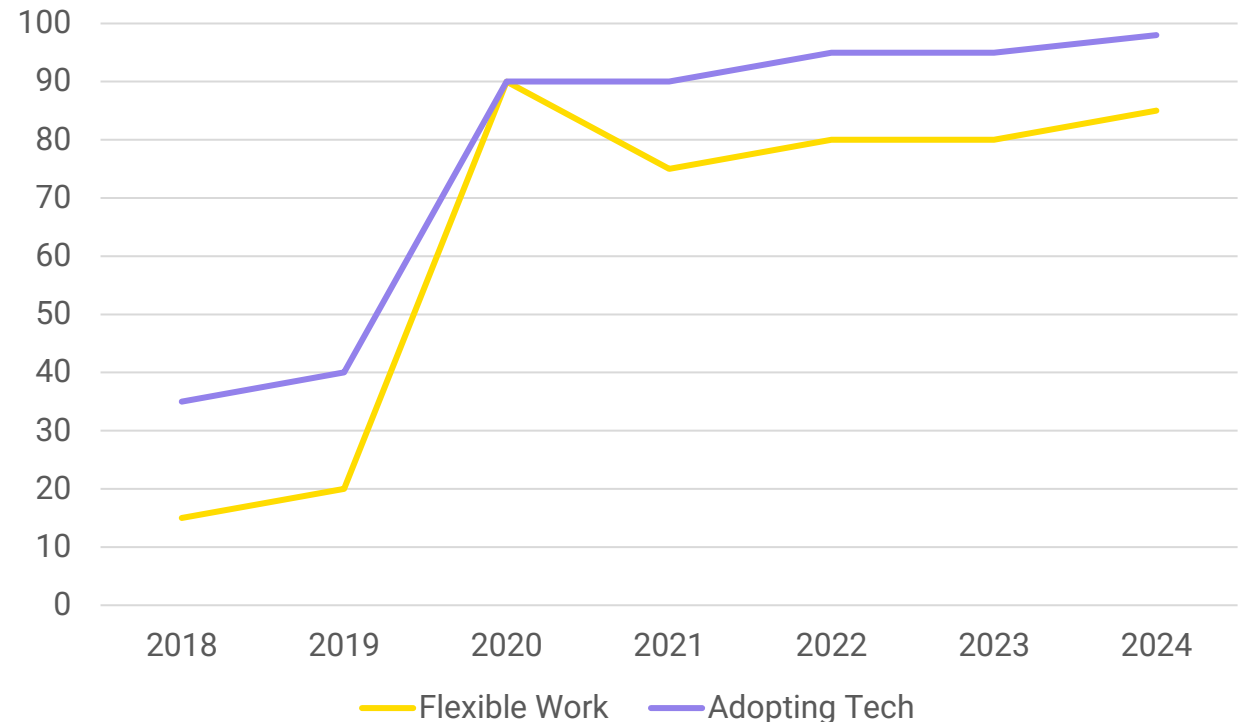
Eventbrite (2023)

ORGANISERS INCREASED SAFETY PROTOCOLS



International Association of Exhibitions and Events (2023)

## Rise of Flexibility & Tech Adoption at Universities



Chronicle of Higher Education (2024)

# Transforming ResTech Community Program



Training



Online Training

Hacky Hour



Virtual Drop-In Hour



Drop-In Forum



Welcome/EOY afternoon teas

Seminar



Webinar



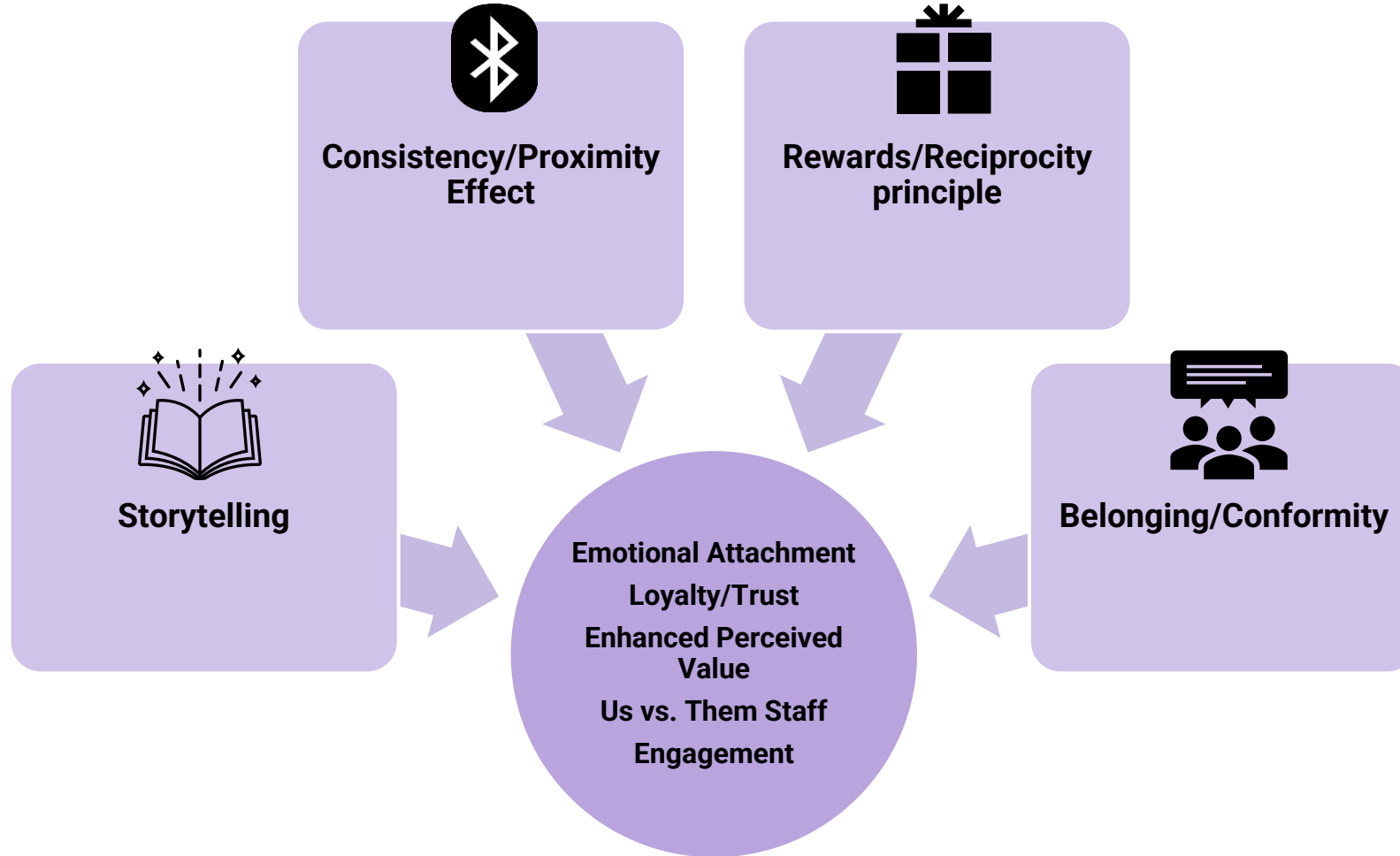
Hybrid Workshops

# How do people find you?



Image source: <https://www.passionateinmarketing.com/brand-names-logic-behind-naming-a-brand/>

# What Makes a Good Brand



# Branding vs. Marketing

## WHO



Identity



Perception



Consistency &  
Trust

## HOW



Communication



Merchandise



Outreach

# Branding vs. Marketing

TIFFANY & Co.

Image source: <https://etaileast.wbresearch.com/blog/tiffany-co-diamond-digital-marketing-strategy>

1961



Hepburn, A. (Actor), & Edwards, B. (Director). (1961). *Breakfast at Tiffany's* [Film]. Paramount Pictures. [Screenshot].

1950s

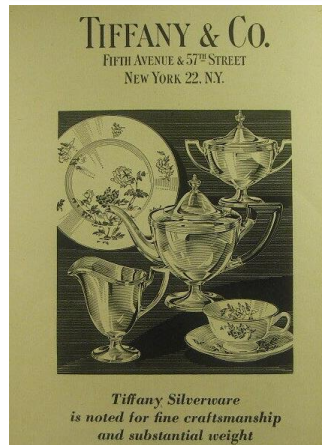


Image source: <https://www.ebay.com/itm/274693390932>

2015



Image source: <https://www.thejewelleryeditor.com/bridal/article/tiffany-jewelry-new-ad-campaign-celebrates-modern-love/>

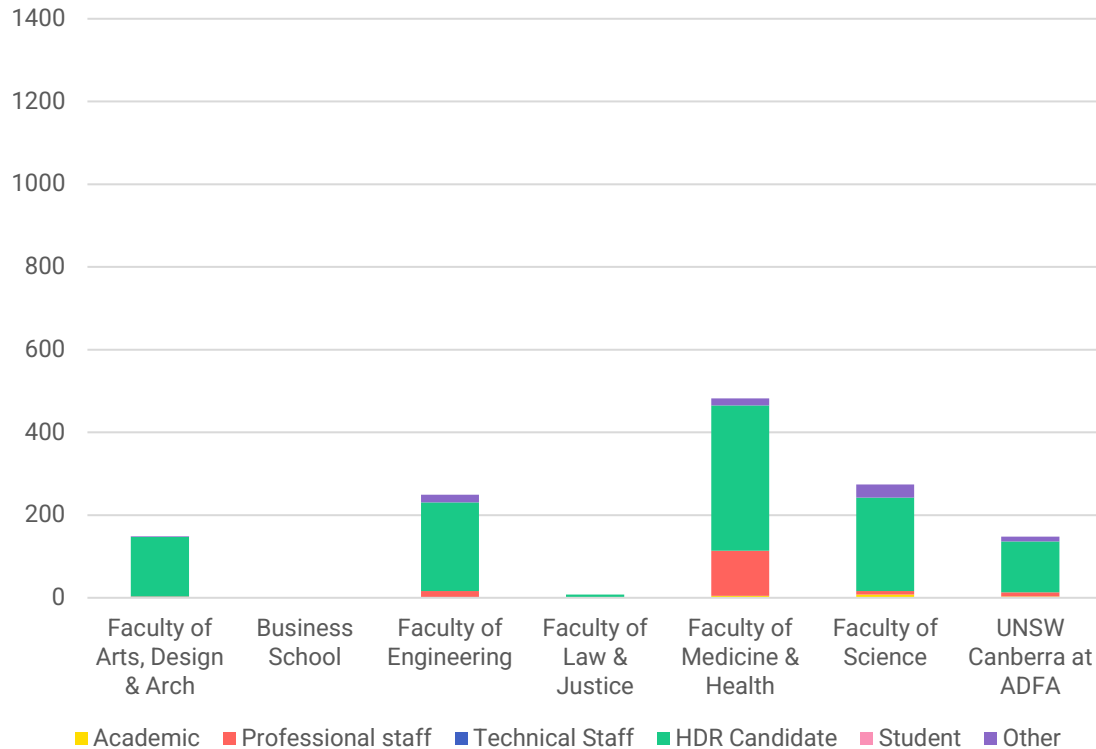
2023



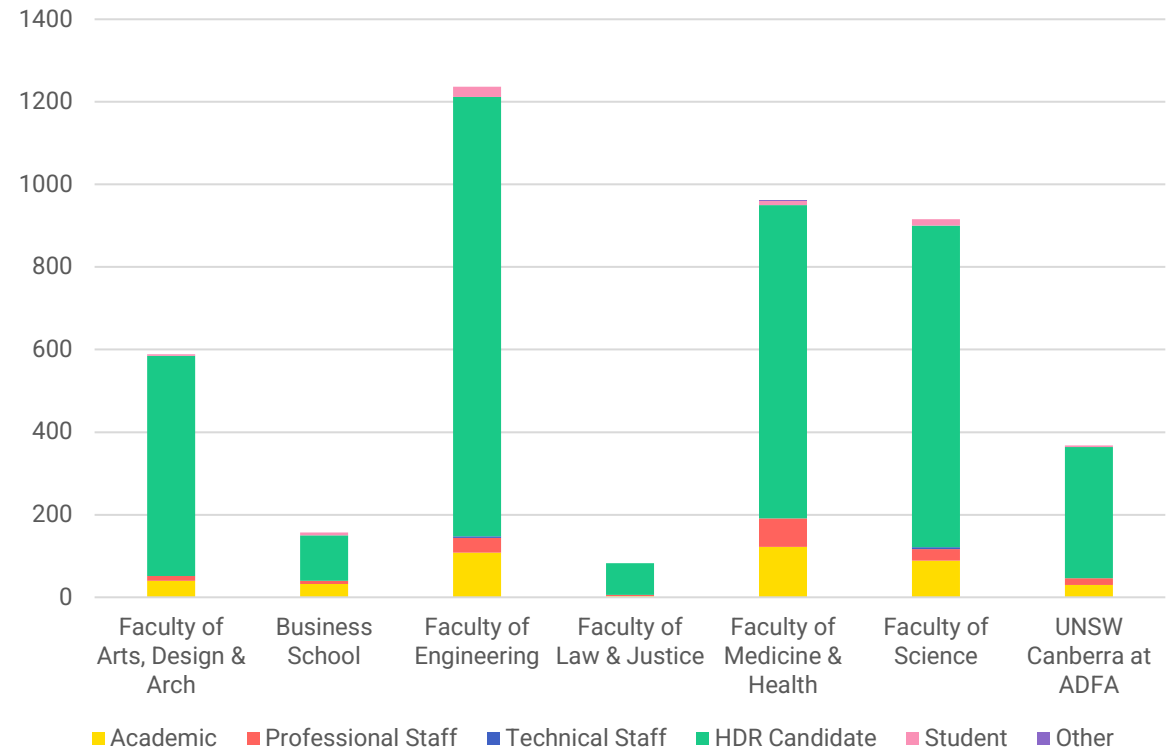
Tiffany & Co. [[@TiffanyAndCo](#)], (2021, August 26) An iconic love. A beautiful story. A stolen moment from behind-the-scenes of our new ABOUT LOVE campaign starring the inimitable [@Beyonce](#) and [@sc](#). [#AboutLove](#) [#TiffanyAndCo](#). [Tweet]. X

# ResTech Community Subscribers

2019



2024



Beatta Zarrabi

Community Program Lead, UNSW Research Technology Services

# Online Marketing vs. Talking to People

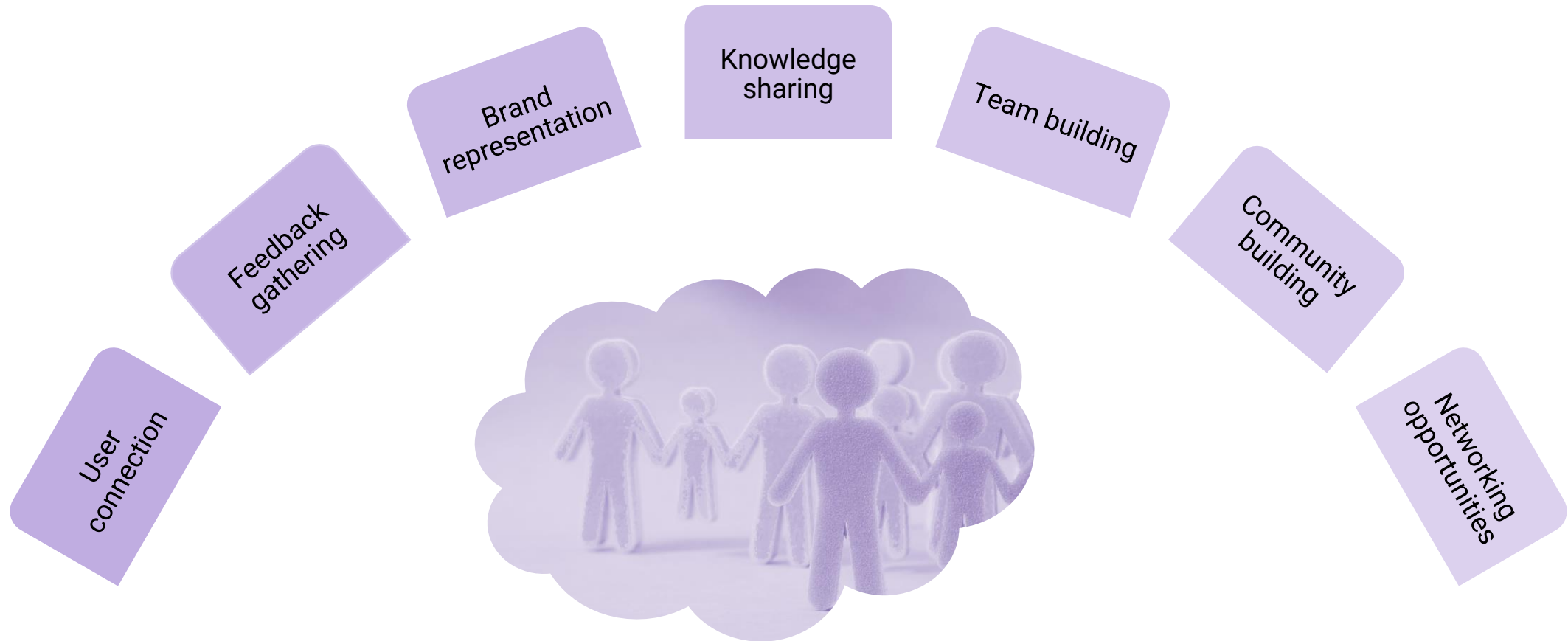


*Moffat, R. (Writer), & Bergman, G. (Director). (2007). Moss and the German (Season 2, Episode 3) [TV series episode]. In G. Bergman & R. Moffat (Creators), The IT Crowd. Channel 4.*

**Beatta Zarrabi**

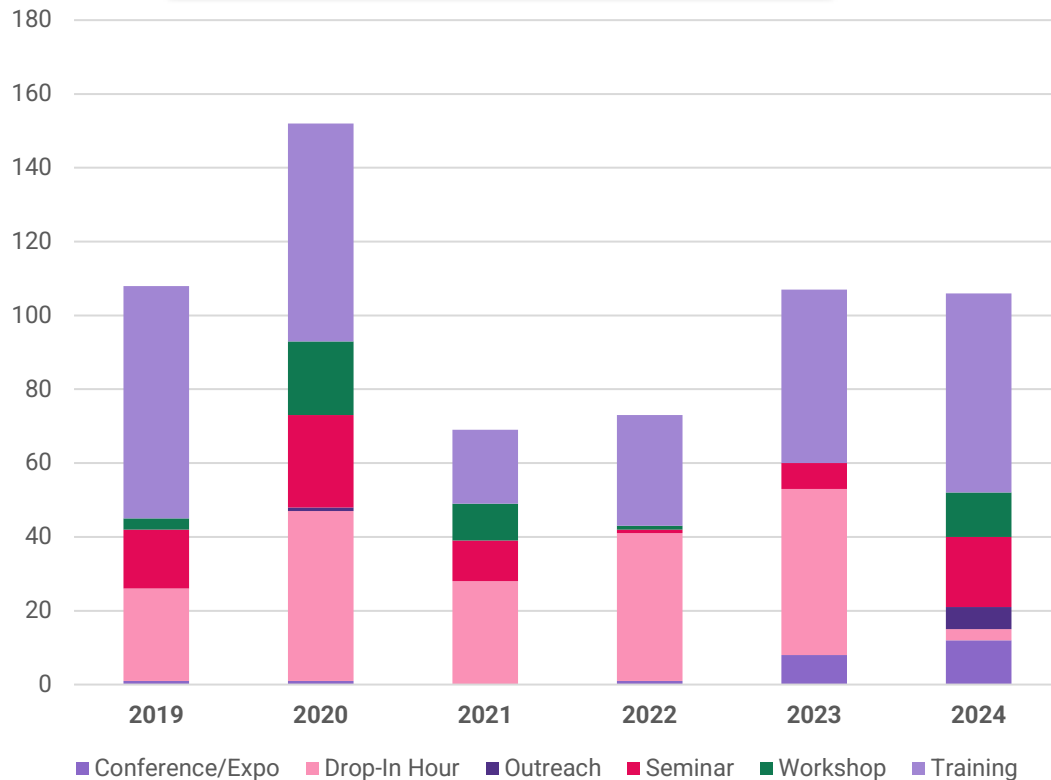
Community Program Lead, UNSW Research Technology Services

# Benefits of Outreach

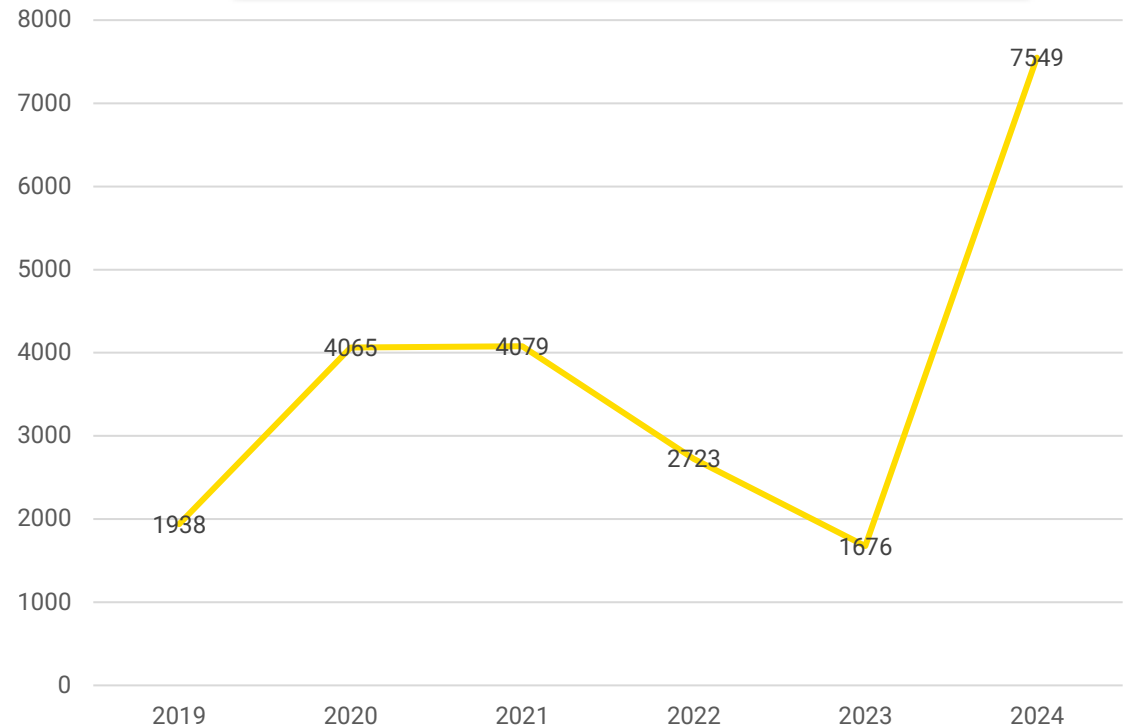


# ResTech Community Events

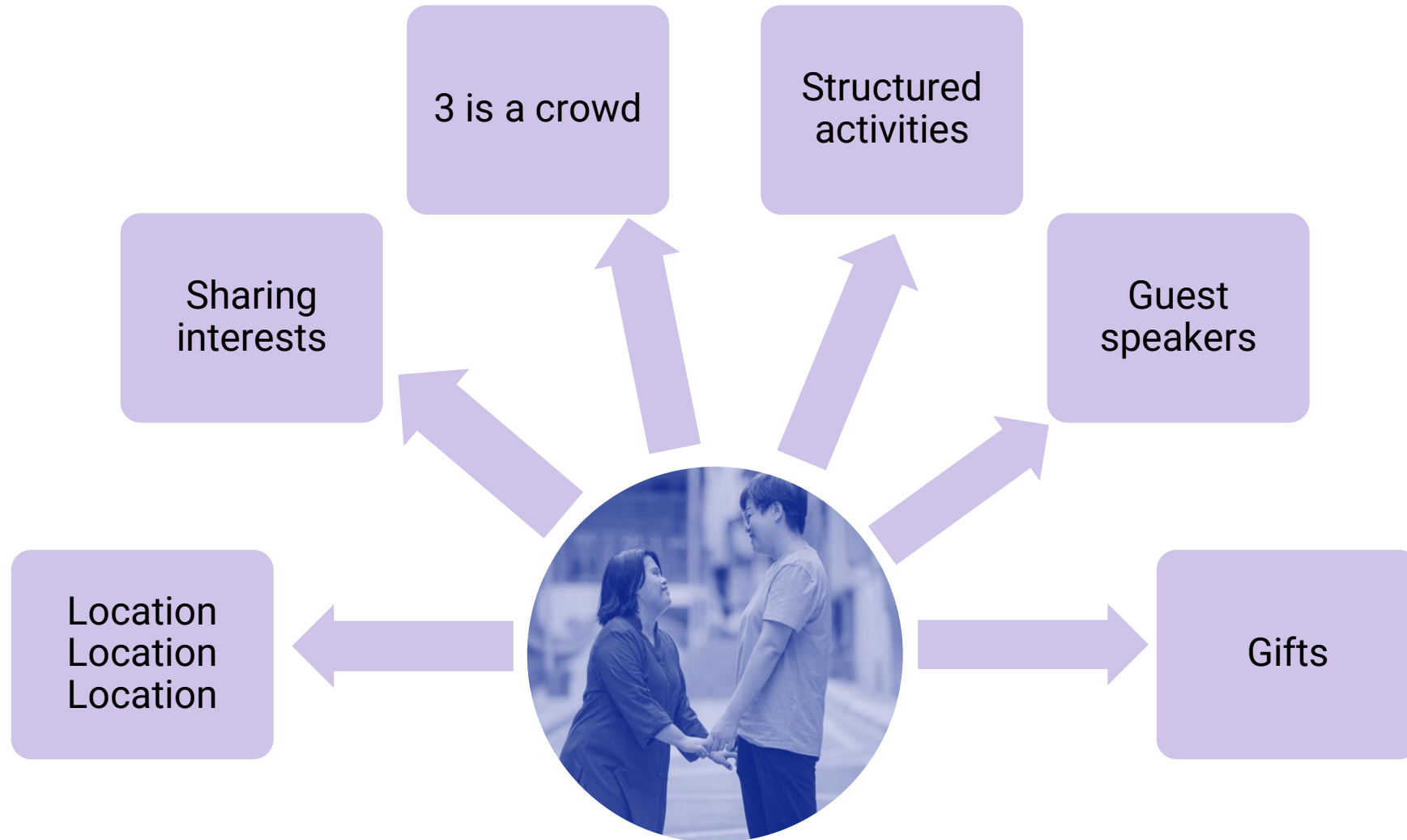
## No. of Activities



## No. of Registrations



# Elements of a Perfect Date



# And Beyond...



**AI**



**CONFERENCES**



**HASS**



**PARTNERSHIPS**



**EXPOS**