



Communications and Promotions @ MURC 2025

Project Overview

What is MURC ?

The Multidisciplinary Undergraduate Research Conference (MURC) is a student-led annual event at UBC that provides a platform for undergraduates to present their research to peers, faculty, family, and friends. Since 2003, MURC has celebrated academic inquiry and innovation through engaging presentations, interactive workshops, and distinguished keynote speakers centred around the annual theme which changes every year.

This year's theme was **'Dare to Discover, Dare to be Different'**



My roles and responsibilities

As the **Communications and Promotions Co-Director**, I was responsible for marketing, creating, distributing and managing all promotions and social media channels associated with MURC. Our main platforms of communication were email, Instagram and Discord.

Working alongside other divisions of the planning committee, my portfolio worked to fulfil marketing requests from various other teams as well as general promotions



Conference Planning (Sep 2024-March 2025)

Being one of the 11 student volunteers and 3 support staff, I was **one of the members on the Planning Committee**, that was responsible for planning each and every aspect of this conference, starting in September 2024.

From logistics and recruiting volunteers, to promoting the event up until the day of the conference, each portfolio played a wide array of duties to support the success of this conference.



Content Creation @ubcmurc

A major aspect of my portfolio was to create, promote and manage content on social media, specifically Instagram. We created high quality infographics, engaging videos and stories to increase visibility for the event. In addition to this, we also advertised volunteer and adjudicator recruitment and any workshops hosted throughout the 8 months.

Check out some of the content I personally worked on [here](#)



Merchandise Designing (Dec 2024)

This was the second major deliverable for my portfolio, Team Merch. Each year, Communications and Promotions Co-Directors would be responsible for designing the Planning Committee Merch as well as Swag to be distributed on the day of the conference.

I designed this year's merch and researched to select the best vendor to work with our team.



Program Guide creation (Feb - April 2025)

The Program Guide was probably the most complex and heavy deliverable assigned to my portfolio. Along with my other Co-Director, I compiled, designed and edited this 300+ page document containing essential details about the conference, workshops as well as each and every presentation detail featured on the day of the conference.

Check out the **'Project Link'** on my website to see this year's Program Guide