

# roles and responsibilities

## COMMUNICATIONS, MARKETING AND PROMOTIONS

The **Communications, Marketing, and Promotions Team** supports the vision and strategy determined by the Planning Committee and executes specific tasks that result in an excellent Datathon event. This team plays a pivotal role in driving event branding, awareness, engagement, and participation.

To be successful, this team will leverage creative and strategic thinker with a knack for storytelling and a passion for leveraging digital platforms to reach a wide audience. Skills that will make this team successful include: a blend of marketing acumen, communication skills, and an understanding of the data, analytics, and digital skills landscape in the energy sector.

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### Responsibilities

- **Branding Strategy Development**: Contribute to the creation and implementation of a comprehensive communications and marketing strategy to promote the Datathon event, focusing on target audience identification, message crafting, and channel selection and amplification. Additionally developing and maintaining consistent brand identification is a key mandate of this team. This team will also determine and execute to an approved marketing budget.
- **Content Creation**: Produce engaging and informative content for various channels, including social media, email newsletters, press releases, and the event website. This may involve writing, graphic design, and basic video editing.
- **Social Media Management**: Manage social media accounts related to the event, including content scheduling, engagement tracking, and interaction with followers. Use analytics tools to measure performance and adjust strategies as needed.
- **Stakeholder Engagement**: Work closely with sponsors, partners, and community leaders to amplify the event's reach and impact. This includes preparing sponsorship packets, conducting outreach, and ensuring consistent communication.
- **Brand Ambassadorship**: Represent the Datathon event and its organizers in a professional manner across all communications, ensuring adherence to brand guidelines and messaging frameworks.

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### Volunteer Benefits

- Opportunity to network with professionals in the energy, data, and analytics fields.
- Gain valuable experience in communications and marketing within the context of a high-profile industry event.
- Contribute to the advancement of digital skills and knowledge in the energy sector.
- Be part of a dynamic team working towards a common goal of upskilling and innovation.

### Time Requirement

Varies based on event schedule and committee needs, approximately 2-5 hours per week leading up to the event.

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## DATA CHALLENGE/DATA SET

The **Data Challenge/Dataset Team** is crucial for the core experience of the Datathon, focusing on the identification, acquisition, and preparation of datasets that align with the event's focus topic as determined by the Planning Committee.

To be successful, this team will leverage strong backgrounds in data science and data analysis, and those with keen research skills who understand the importance of data quality and relevance in data-driven challenges.

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### Responsibilities

- **Dataset Identification:** Collaborate with the Planning Committee to understand the focus topic and requirements of the Datathon event, conducting thorough research to identify potential datasets that align with these themes.
- **Dataset Acquisition:** Secure datasets for the event, which may involve engaging with dataset sponsors, negotiating access to proprietary data, or sourcing from publicly available datasets ensuring compliance with data use agreements and copyright laws.
- **Data Preparation:** Assess the quality of acquired datasets, performing necessary cleaning, anonymization, and preliminary analysis to ensure the data is challenge-ready. This may include the creation of data dictionaries or guides to assist participants in understanding the dataset.
- **Problem Statement:** Lead the creation of the Datathon problem statement, including developing rubrics, the organization of a quantitative challenge and support documentation to support a delightful data experience.
- **Documentation and Support:** Prepare comprehensive documentation/data dictionary on the datasets, including background information, technical specifications, and any limitations or biases within the data. Provide ongoing support to participants during the event regarding dataset-related queries.
- **Collaboration:** Work closely with other sub-committees, especially the Communications, Marketing, and Promotions team, to highlight the uniqueness and relevance of the chosen datasets in promotional materials.

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### Volunteer Benefits

- Enhance your data sourcing, preparation, and management skills in a real-world setting.
- Network with professionals in the data science, analytics, and energy sectors.
- Play a key role in facilitating a successful learning experience for Datathon participants.

### Time Requirement

Varies based on event schedule and committee needs, approximately 2-5 hours per week leading up to the event.

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## EVENT PLANNING AND SCHEDULING

The **Event Planning and Scheduling Team** is crucial for the overall organization of the Datathon, with guidance from the Planning Committee. This team is the nervous system for the event, ensuring all Datathon volunteers are well-organized and that all event components come together to build a great and memorable experience for the participants.

To be successful, this team will leverage strong backgrounds in administration and/or event planning and have a keen attention to detail and strong organizational skills.

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### Responsibilities

- Meetings: coordinating scheduling of meetings to discuss Datathon planning and logistics, establishing the meeting platform and communicating scheduling updates.
  - Virtual Meetings: Setting up Zoom meetings for Bootcamps through the SPE Calgary Section Zoom account and sharing those meeting details with relevant volunteers and participants.
  - Venues: Researching venues to support all Datathon events (hangouts, kick-off event, opening ceremony, and closing ceremony), receiving quotes, site visits. Continue working with venues to ensure all details are confirmed.
  - Catering: in support of the specific Datathon events, including menu selection, drink tickets, etc.
  - AV: coordinating the AV requirements for the Datathon events, including connectivity to tech equipment, microphones/audio support, etc.
  - Website: Collect all the required dataset/problem statement and key dates from fellow Datathon volunteers to update the website ([www.speuntapped.com](http://www.speuntapped.com)).
  - Registration Page: Create a registration page ([www.specalgary.com/events](http://www.specalgary.com/events)) and ensure it is added to the Datathon website.
  - On-Site Event Execution: Be available in evenings to host in-person events. This requires ability to travel to the event location(s), bring any required materials, have registration lists prepared and printed, and managing the registration desk to check people in. This also requires ensuring the venue (and catering) are all set according to agreed-upon requests.
  - Collaboration: Work closely with other sub-committees, especially the Communications, Marketing, and Promotions team, to share the event and registration page on any and all methods of marketing (ie. LinkedIn, newsletters, etc.)
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### Volunteer Benefits

- Enhance your administration, event planning, and organizational skills.
- Network with professionals in the data science, analytics, and energy sectors.
- Play a key role in facilitating a successful learning experience for Datathon participants.

### Time Requirement

varies based on event schedule and committee needs, approximately 2-5 hours per week in the early stages of the Datathon event planning process. Will require some evening participation.

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## BOOTCAMPS

The **Bootcamp Team** is essential in organizing and delivering a series of online educational workshops designed to prepare Datathon participants for the competition. These sessions will cover various facets of data, analytics, and data science, aiming to level the playing field for participants from diverse backgrounds. This team will leverage its strong network in the data science community and an enthusiasm for education and knowledge sharing.

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## Responsibilities

- Program Development: Work with the Planning Committee to identify key learning objectives and topics that align with the competition's themes and the participants' educational needs.
  - Speaker Recruitment: Identify, contact, and secure commitments from guest presenters who are experts in data science, analytics, and related fields. This involves negotiating schedules, coordinating logistics, and ensuring a diverse range of topics and presentation styles.
  - Content Coordination: Collaborate with speakers to refine their presentations, ensuring content is accessible to participants with varying levels of expertise. Facilitate the creation of supplementary materials, such as reading lists or practice exercises, where applicable. The team will also ensure that the workshop is recorded and available for replay after the workshop has taken place.
  - Workshop Management: Oversee the technical setup for workshop delivery, including platform setup, rehearsal schedules, and day-of-event support to ensure a smooth and professional experience for both presenters and attendees.
  - Participant Engagement: Design and implement strategies to maximize participation and engagement during the webinars, including Q&A sessions, interactive polls, and feedback surveys.
  - Communication and Promotion: Work closely with the Communications, Marketing, and Promotions sub-committee to effectively advertise the bootcamp sessions and encourage registration among Datathon participants.
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## Volunteer Benefits

- Play a critical role in enhancing the educational value of the Datathon event, contributing to the professional development of participants.
- Expand your professional network by interacting with experts and practitioners in the field of data science, edtech and analytics.
- Gain valuable experience in organizing and managing educational events, enhancing your skills in program development and speaker engagement.

## Time Requirement

varies based on event schedule and committee needs, approximately 2-5 hours per week in the weeks leading up to the Datathon.

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## SPONSORSHIPS AND PARTNERSHIPS

The **Sponsorship and Partnership Team** plays a crucial role in securing the necessary support to ensure the success of the Datathon event. This involves identifying and engaging with potential sponsors and partners who are aligned with the Datathon's vision and are willing to contribute financially or through in-kind services. For its success, this team leverages strong networking and communication skills, a passion for fostering collaborative relationships, and an understanding of the value proposition that the Datathon presents to potential sponsors.

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### Responsibilities

- **Strategic Planning:** develop and implement a comprehensive strategy for identifying, engaging, and securing sponsors and partners for the Datathon event. This includes creating sponsorship packages that appeal to a wide range of potential sponsors.
  - **Prospect Research:** Conduct research to identify potential sponsors and partners from within the energy, data science, technology, and education sectors, among others, who share the vision and goals of the Datathon. Engage prior sponsors to invite their support for the current Datathon.
  - **Outreach and Engagement:** Reach out to potential sponsors and partners through various channels, presenting the value proposition of the Datathon and discussing potential sponsorship opportunities. Work with the Communications, Marketing and Promotions team to ensure message alignment.
  - **Negotiation and Agreement:** Negotiate terms with sponsors and partners, ensuring that agreements are mutually beneficial and align with the goals of the Datathon. Facilitate the signing of sponsorship agreements and coordinate the fulfillment of sponsor benefits.
  - **Stakeholder Management:** Partnering with the Communications, Marketing and Promotions Team for message alignment, maintain ongoing communication with sponsors and partners, ensuring they are kept informed about the event's progress and their contributions are recognized appropriately.
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### Volunteer Benefits

- Enhance your skills in sponsorship acquisition, negotiation, and stakeholder management within the context of a major industry event.
- Expand your professional network by connecting with industry leaders, technology experts, and educational institutions.
- Play a vital role in the success of an event that contributes to the advancement of data science and analytics in the energy sector.
- Gain recognition within the Society of Petroleum Engineers and Untapped Energy communities for your contributions to the event.

### Time Requirement

Varies based on event schedule and committee needs, approximately 1-4 hours per week, with most of the effects in the weeks leading up to the Datathon.

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## VOLUNTEER COORDINATOR

The **Volunteer Coordinator** plays a critical role in the success of the Datathon by managing the recruitment, orientation, and coordination of volunteers across all teams involved in the event:

Communications, Marketing, and Promotions; Data Challenge/Dataset; Bootcamp; and Sponsorship and Partnership. The ideal candidate is an organized, communicative, and empathetic leader, adept at managing diverse groups of volunteers and ensuring a rewarding experience for all involved.

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### Responsibilities

- **Volunteer Recruitment**: Develop and implement strategies for recruiting volunteers, including creating and disseminating recruitment materials, leveraging social media, and conducting outreach to potential volunteer communities.
  - **Orientation and Training**: Organize and conduct orientation sessions for new volunteers, ensuring they understand the mission of the event, their roles and responsibilities, the code of conduct expected of volunteers, and the functional expectations of their positions.
  - **Scheduling and Coordination**: Create and manage schedules for all volunteers, ensuring adequate coverage and support for all event activities and teams. Address scheduling conflicts and provide solutions as needed.
  - **Communications**: Serve as the primary point of contact for volunteers, facilitating communication between volunteers and team leads, and ensuring that all volunteers are informed of updates and changes.
  - **Support and Motivation**: Provide ongoing support and motivation to volunteers, recognizing their contributions and addressing any issues or concerns that arise.
  - **Feedback and Improvement**: Gather feedback from volunteers post-event to identify strengths and areas for improvement, using this information to enhance future volunteer experiences.
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### Volunteer Benefits

- Develop and refine your skills in leadership, volunteer management, and event coordination within a dynamic and professional setting.
- Network with professionals across various sectors, including energy, data science, and technology.
- Play a key role in the success of an event that contributes to the advancement of data science and analytics knowledge in the energy sector. Your contributions will directly impact the quality of the event and the learning experience of the participants, making a lasting difference in the community.
- Opportunity to influence positive change and foster a culture of learning and innovation among volunteers and participants.

### Time Requirement

For this key leadership role, the time commitment will be heavier leading up to the Datathon event, approximately 3-6 hours per week, while the time commitment decreases during the event.

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## PROJECT MANAGER

The **Project Manager** is a critical leadership role responsible for overseeing the planning, execution, and a key driver to the delivery of a successful Datathon event, ensuring that all aspects are completed on time, within budget, and to a high standard of quality. This role involves coordinating the efforts of all sub-committees, including Communications, Marketing, and Promotions; Data Challenge/Dataset; Bootcamp; Sponsorship and Partnership; and Volunteer Coordination, to achieve the event's objectives. This role will leverage strong project management skills, leadership qualities, and the ability to communicate effectively across diverse teams.

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### Responsibilities

- **Project Planning:** Develop and maintain a comprehensive project plan that outlines all critical tasks, milestones, and deadlines associated with the Datathon event. Ensure alignment with the event's goals and objectives. Identify risks to project timeline or quality and develop appropriate mitigation.
  - **Team Leadership:** Provide leadership and direction to all sub-committees, ensuring effective collaboration and communication between teams. Facilitate regular project meetings to track progress, address challenges, and ensure accountability.
  - **Resource Management:** Allocate resources efficiently across teams, ensuring that all aspects of the event are adequately supported. This includes managing the budget, time, and human resources.
  - **Quality Assurance:** Implement quality control processes to ensure that all event components meet the established standards of excellence. Monitor the quality of outputs from all teams, providing feedback and guidance to maintain high standards.
  - **Stakeholder Engagement:** Act as the primary point of contact for internal and external stakeholders, including sponsors, partners, and key participants. Ensure clear and consistent communication throughout the project lifecycle.
  - **Evaluation and Reporting:** Conduct post-event evaluations to assess the success of the event against its objectives. Compile and present reports to stakeholders, highlighting achievements, challenges, and lessons learned for future events.
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### Volunteer Benefits

- Lead a high-profile event that makes a significant impact on the data science and analytics community within the energy sector.
- Develop and refine leadership and project management skills in a dynamic, multi-disciplinary environment.
- Expand your professional network by collaborating with industry leaders, technology experts, and academic professionals.
- Receive recognition from the Society of Petroleum Engineers and Untapped Energy for your contributions to the successful execution of the Datathon.
- Contribute to the advancement of knowledge and skills in the energy sector, supporting a culture of innovation and continuous learning.

### Time Requirement

Given the criticality of this role, the time required is based on event schedule and execution needs, approximately 4-7 hours per week. This role will work close with the Planning Committee and the various teams to ensure an appropriate schedule is developed.

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