

February 26, 2020

RE: A “webshop” proposal to the Division of Polymer Chemistry

Submitted by:

Prof. Brian Long (University of Tennessee) – Host

Prof. Dominik Konkolewicz (Miami University) – Executive Producer

For consideration by the Executive Committee at the Division’s Winter meeting in 2020.

We would like to request \$9,500 to organize a POLY web-based workshop (“webshop”) on the topic of polymerization catalysis, and an anticipated title of “Designing Catalysts for Tailored Polymers.” This POLY webshop would be the second installment of a web-based workshop designed to reach a very broad swath of POLY members, both in the US and abroad. This webshop will feature 3 presenters (TBD), who are leaders in the field of polymerization catalysis. These presenters will provide key information and guidelines on how to design catalysts for precision polymers and be available to answer questions from the remote audience. We propose \$1000 honoraria for each of the 3 speakers. The remainder will support the ACS Webinars team to coordinate and organize the workshop (\$5000), as well as support for registration time, business office support, and processing fees (\$1500). We have had extensive experience with ACS Webinars through the highly successful POLY webinar program. ACS Webinars has agreed to this proposal for a \$5000 fee.

We propose two broadcasts of this workshop. The initial and live screening will be broadcast at 11:30 AM EDT, with a tentative date in June 2020. This live broadcast will feature Drs. Long and Konkolewicz as facilitators/hosts who will moderate live questions to the speakers. This initial broadcast will occur at a time where all continental US, Canada, United Kingdom, and even continental Europe could conceivably join. This is the premium broadcast, and a proposed fee of \$99 per IP address will be charged for access to this premium broadcast. Subsequent broadcasts will be given through a video on demand feature through access codes generated by the POLY business office. These subsequent broadcasts will not allow viewers to ask questions, since they will be replays of the original 11:30 AM EDT broadcast. A fee of \$49 will be charged for access to the non-interactive video on demand broadcasts to allow for ready access by the rest of world. Access to the POLY webshop, both the premium interactive broadcast and the non-interactive second broadcast, will be limited to people who have purchased an access code for the POLY webshop through the POLY Business office. One access code allows one IP address to view and participate in the webshop. We anticipate at least 100 subscribers across industry and academia will join the live 11:30 AM broadcast, and at least 50 will join the replay. This web-shop is anticipated to yield a gross revenue of ~\$12500, and net proceeds of ~\$3000 to POLY. The breakeven point is about 65 live subscribers, and about 65 replay subscribers.

Tentative language to be added if approved by Lesia Linkous and the workshop committee: This proposal has been endorsed by Lesia Linkous and the POLY Workshop Committee and of the POLY Business Office.