

Community UX Engagement Chair

The Community UX Engagement Chair/s main role is to oversee development of a meaningful community experience for all conference attendees by creating and coordinating online and face-to-face opportunities for human connection, inspiration, and participation leading up to and throughout the event. The Community UX Engagement Chair finds and suggests ways to introduce new members to the community, improvements to the participant experience leading up to and throughout the conference in myriad ways. Those in this role are both reactive and proactive: always on the lookout for conflicts reported by would-be or current participants and innovating ways to improve relationships within the iLRN community in various ways. This role also is key for publicity and marketing. Community UX Engagement Chairs are responsible for leading in developing connective & active engagement opportunities through media releases, communicating key human-centered messages about the conference prior and during the conference. Hence, this role requires continuous communication with the General Chair, Program Chairs, Local Chair, Administration & Operations Chair is necessary.

More specifically the Community Engagement Chair/s have the following responsibilities:

- The Community UX Engagement chairs are responsible for communicating with the rest of the conference committee on a regular basis to obtain relevant and timely information to disseminate.
- Develop a communication policy for sending announcements and reminders and create momentum.
- Recruit a team of volunteers and train them to disseminate information about events happening during the conference in social media and generate traffic.
- Communicate with the International Chair the information to be disseminated to International co-Chairs and work with the International Chair to track and report on their progress.
- Plan and prepare welcome / conference overview sessions for attendees online and on location with Virtual Campus & Online Chair and Local Chairs, respectively.
- Plans conference meet and greets, icebreaker sessions, “Birds of a Feather” and unconference sessions as well as other positive techniques for increasing attendee sharing and connections.
- Creates conference attendee experience storyboards for each identified target audience type (e.g. students, presenters, featured speakers, researchers, practitioners, etc) and amplifies emotional and cognitive connections along the “supply chain” to improve and enhance each audience type experience.

The Community UX Engagement Chair/s is appointed for serving for a 2-year term. The first year in an apprentice role to a more experienced PC.

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