



Eventful Meetings

IEEE-USA 2015 Annual Meeting
15 May 2015
Milwaukee, WI

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Senior Manager, Conference Organizer Education & Engagement
IEEE Meetings, Conferences and Events (MCE)

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Topics

- ▶ Do Events Matter to IEEE?
- ▶ Event Types
- ▶ Volunteer Case Studies
- ▶ Getting Started

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Why do Events matter?

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Do Events matter?

- ▶ IEEE Member
 - Attendee
 - Planner or volunteer
- ▶ Chapter, Section or Region
- ▶ IEEE as a whole

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Events DO matter!

IEEE Member - Attendee

- ▶ Staying current in technical field
 - Adding new knowledge and skills
 - New technical areas
 - Business skills
 - Career development and growth

- ▶ Connecting to Section and IEEE

- ▶ Networking
 - Other IEEE members
 - Industry



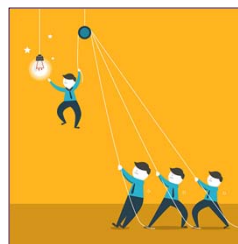
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Events DO matter!

IEEE Member – Planner

- ▶ Provides engagement opportunities
- ▶ Interaction with industry and other groups
- ▶ Networking
- ▶ Leadership roles
- ▶ New business skills
 - Financial
 - Project management
 - Public speaking

- ▶ Short term commitment; provides a pathway to volunteering



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Events DO matter!

IEEE Organization Units - Chapter, Section or Region

- ▶ Fulfilling the IEEE mission locally
- ▶ Create member engagement opportunities
- ▶ Generate operating surplus to fund local member benefits
- ▶ Reach and engage with potential new members
- ▶ Provide collaboration opportunities with other groups
- ▶ Enhance the awareness, credibility and esteem of OU



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Events DO matter!

IEEE

- ▶ IEEE Growth
 - Increasing IEEE brand exposure
 - Making IEEE relevant for all groups
 - Membership satisfaction and growth
 - Sustaining IEEE and IEEE *Xplore*® as leading sources of technical expertise and information
 - Operating surplus and recurring IP revenue to fund member activities



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BUT, IEEE is Facing a Serious Challenge...

in meeting industry engagement needs

- ▶ Initiatives underway to address concerns
 - IEEE Conferences Committee
 - MGA Section Vitality
 - IEEE Board of Directors
 - Among others
- ▶ Section activities are critical

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Section Vitality Project Updates

T. Scott Atkinson, Vice Chair

Chair, Geographic Unit Operations Committee

MGA Board Meeting

23 Nov 2013

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IEEE Members are Seeking Opportunities to be Involved

1. Involvement with local industry
2. Professional networking
3. Participating in conferences and events
4. Supporting IEEE activities
5. Keeping up with the latest technology
6. Participating in a career related program
7. Opportunity to meet with IEEE members
8. Participate in Joint Events with other Professional Organizations
9. Participating in a career related program
10. Local leadership training

Conferences and Events
can meet or fulfill 9 of the
Top 10 IEEE Member
needs!

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*Source: December 2012 Vitality Survey results; Confirmed 2013 Survey



Discussion





Defining IEEE Conference & Event Types

2015 IEEE-USA Annual Meeting
Eventful Meetings
15 May 2015

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IEEE Conference / Symposium

- ▶ Cover a specialized (vertical) or broad range (horizontal) of technical topics
- ▶ Generally have:
 - Call for Papers
 - Multi-track program of authors presenting peer reviewed original research findings
 - Keynote / invited speakers
- ▶ Typically produce peer reviewed intellectual property (IP) for IEEE *Xplore*
- ▶ Require a venue and charge registration fees
- ▶ Conferences typically attract 250+ attendees and are of several days in duration
- ▶ A Symposium may cover a more specialized range of topics, typically has less than 250 attendees and runs one or more days

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Example

- ▶ IEEE Conference on Technologies for Sustainability – Engineering and the Environment (SusTech)
- ▶ Sponsors:
 - IEEE Region 6
 - IEEE-USA
 - Local host IEEE Section



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Seminar / Lecture / Talk / Panel

- ▶ Single or multiple topics
- ▶ Multiple invited speakers
 - Invited talks, panel discussions
- ▶ No call for papers or paper review process
- ▶ No intellectual property (IP) for IEEE *Xplore*
- ▶ One day or less
 - Can be delivered virtually (webinar) and/or recorded
- ▶ Registration is typically required
 - Fees often collected

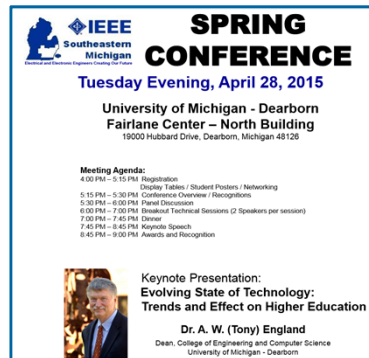
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Examples

- **IEEE Southeast Michigan Section (SEM) Spring Conference**

- Panel Discussion
- Breakout Technical Sessions
- Keynote Speaker
- Dinner
- Awards and Recognition



IEEE Southeast Michigan **SPRING CONFERENCE**
Tuesday Evening, April 28, 2015
University of Michigan - Dearborn
Fairlane Center – North Building
19000 Hubbard Drive, Dearborn, Michigan 48126

Meeting Agenda:
4:00 PM – 5:15 PM Registration
5:15 PM – 5:30 PM Display Tables / Student Photos / Networking
5:30 PM – 6:00 PM Conference Overview / Reception
6:00 PM – 7:00 PM Panel Discussion
7:00 PM – 7:45 PM Breakout Technical Sessions (2 Speakers per session)
7:45 PM – 8:45 PM Dinner
8:45 PM – 9:00 PM Keynote Speech
9:00 PM – 9:45 PM Awards and Recognition

Keynote Presentation:
**Evolving State of Technology:
Trends and Effect on Higher Education**
Dr. A. W. (Tony) England
Dean, College of Engineering and Computer Science
University of Michigan - Dearborn

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Examples

- **IEEE Computer Society Rock Star Series**

- High profile featured speakers to create buzz
- Keynote, case study or panel discussion



Rock Stars of Cybersecurity 2014
Case Studies, Actionable Advice

Speakers | Agenda | Sponsors | Presentations

ROCK STAR

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Short Course/Tutorial/Workshops

- ▶ All are education and learning events
 - Taught by one or more recognized experts in a specific field
 - Research topics are generally excluded from short courses and tutorials
 - No intellectual property (IP) for IEEE *Xplore*
 - Require a venue and may charge a registration fee
- ▶ Short courses and tutorials are generally one-way learning
 - May accompany a conference as continuing education
 - Delivered on-line, as a single course or part of a curricula
- ▶ Workshops are in-person, with attendees expected to actively participate in the interchange

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Examples

- ▶ Continuing Education on Demand (CED) Series
- ▶ Sponsored by: IEEE Houston Section
- ▶ Industry speakers
- ▶ One session per month
- ▶ Professional Continuing Education credits



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IEEE Houston Section

Home Seminar Schedule Seminar Location Seminar Photos Past Seminars

Seminar Index

Continuing Education on Demand (CED) - Houston Section

CED Links

[Download the 2014 - 2015 Schedule and Registration Form \(XL SX\) \(PDF\)](#)

[Past Seminar Listings \(1997 thru 2013\)](#)

[Photos From Past Seminars](#)

[Seminar Location](#)

[Download Page](#)

2014-2015 Schedule at a Glance

Seminar Date

HVDC Oct 7-8
This seminar explores dielectrics and their utilization in electrical equipment. We will study partial discharge and acoustic noise in early detection of failure.
Presenter: Andrew Burgess (BPP)

VLF & HVDC Transmission & Design Oct 21/22
VLF and HVDC are a growing part of transmission business around the world, and their successful implementation is key to future grid stability.
Presenter: Rajan Mania (Berna and Mac Eng)

IEC Transformers Nov 4/5
This technical presentation will focus on the key elements of IEC Transformers and how they relate to the design and application of power transformers.
Presenter: Wobster (EG Power)

Cable Splicing & Installation Nov 16/19
The cable standards, construction and properties shall be explored in depth. We will investigate the rating structure and how it links the cable application.
Presenter: Jonathan Harvey (Okente)

Electrical Specification Writing Jan 20/21
Efficient accounts of construction written to clearly express the desires of the client to various trades, teams to us for sub's.

Other Types of Events

- ▶ **Professional Networking** – Activity designed to provide attendees maximum opportunity to mix and mingle, with the goal of identifying career or collaboration opportunities.
 - May have invited speakers, but no intellectual property (IP) for *IEEE Xplore*
 - Typically, professional orientation
 - Time and venue choice should boost interaction
- ▶ **Expositions** - Expos are exhibitions organized for companies to showcase and demonstrate their latest products and services
 - May have invited speakers, but no intellectual property (IP) for *IEEE Xplore*
 - Often held in conjunction with a conference
 - Typically, professional orientation with industry participation



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Other Types of Events

- ▶ **Job Fairs** - Also called career fair or career expo, is a forum for employers, recruiters, and schools to meet with prospective job seekers
 - May have invited speakers, but no intellectual property (IP) for *IEEE Xplore*
 - Often held in conjunction with a conference
 - Typically, professional orientation
- ▶ **Competitions** - Day long (or less) technical events where individuals or team participants develop designs or solutions that are judged and prizes awarded
 - Typically, students are a primary audience



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Student Activities

- ▶ Student Branches, Sections and Regions frequently hold:
 - Student conferences
 - Congresses
 - Competitions
 - Student Professional Awareness Conferences
 - Leadership Training

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Discussion

