



Announcing IEEE Convene

IEEE Meetings, Conferences & Events (MCE) is excited to announce that moving forward our flagship event for conference organizers has been renamed IEEE Convene (iCon). We've been able to transform our customer event year after year, bringing together leadership amongst the IEEE community to focus on innovation, alternative approaches, and collaboration. IEEE Convene will encompass this spirit, continue to bring together broad groups of stakeholders, and will be an event we can all look forward to attending year after year.



Cheers, POCO Sydney

By Marie Hunter

Senior Director, IEEE MCE

POCO in Sydney was an event that we can cherish for years to come. With more than 200 attendees from across the globe, together we discussed how to be a beacon for change. At POCO, we strived to demonstrate innovation and best practices to the IEEE conference community, while also teaching how to apply it to the 1900+ annual IEEE events. With the dedication and receptiveness from our attendees, we spent two full days discussing new ideas, challenging existing methods and policies, and addressing practical use and takeaways to continue excellence across IEEE events.

This year's theme, "Being a Beacon for Change", is something we aim for and encourage across the IEEE conference community. Change is essential for growth, improvements, and enhancements across the organization. By sharing our learnings and recommendations with key stakeholders, we have the ability to elevate events, processes, and results. Our various keynote speakers emphasized this throughout their presentations, including Sandra Chipchase, the Executive Producer of Vivid Sydney. Vivid Sydney is a thriving event celebrating life through light, music, and ideas. Their passion for creativity and technology is exemplary of the potential that all IEEE events can have.

Cheers to our mates in Sydney for hosting POCO 2017! The centrally-located venue allowed us to experience the true spirit of Sydney both inside and outside of the Hyatt Regency Sydney. From a special performance by one of Sydney's own opera singers to a chartered boat across the Darling Harbour, we were able to host a productive event while still enjoying the local culture.

I always feel inspired and refreshed after POCO and this year is no exception. As we grow from the IEEE Panel of Conference Organizers to IEEE Convene, I am eager to see how we can all change and help each other grow throughout the year. I hope you'll continue to share your feedback with myself and the team in MCE and look forward to "re-convening" (pun intended!) in Berlin in 2018.

Connecting Ideas to Application

One of the main benefits of attending POCO is learning about new ideas and innovation for your event. However, we often get the question, “How can I apply this to my own event?” This year, we incorporated this question into our event planning and made it a strategic focus for our sessions. We began POCO with a keynote session “Understanding the Impact of Your Event” by Kristian Nicholls, the General Manager, Bidding, of Business Events Sydney. By understanding the impact, you are able to see the big picture and value, which can help enhance your event in many ways.

Also featured were an Innovation and Application Fishbowl and Idea Sessions facilitated by MCE experts. The fishbowl, led by Susan Root, MCE’s Director of Conference Business Services & Strategic Programs, was a collaborative roundtable enabling attendees to share their own ideas and experiences with each other. The idea sessions were interactive workshops covering key aspects of how to run a successful event, from building an event budget to determining the personality of your event. These sessions discussed both practical and creative aspects to apply to your event, along with tangible takeaways for attendees.



Co-Location with IEEE Sections Congress 2017

We were fortunate to co-locate this year’s POCO with Sections Congress, the triennial event which was hosted in Region 10 in 2017. This partnership enabled us to work closely with IEEE Member and Geographical Activities (MGA) to provide transparency across the two events and make it easier for more participants to attend both events.

This partnership was an excellent example of the opportunity to co-locate and partner across IEEE, while still staying true to the individual event’s vision and goals.

If you are interested in co-locating with IEEE Convene for the 2018 event, or want to learn more about how to co-locate your event with another IEEE-sponsored event, please contact MCE for support.



POCO Audience Engagement Highlights

The Trial of the Century

Year after year, we challenge ourselves to produce new types of sessions and formats. In Sydney, a group of IEEE volunteers and staff performed “The Trial of the Century”, debating the pros and cons of societies and geo-units co-sponsoring on events. The jury, which were the POCO attendees, then deliberated, weighing both sides and ultimately coming to conclusion that there were strong benefits for societies and geo-units to co-sponsor more in the future. Hats off to our writers, Julie Amodeo, Lukrecija Lelong, and Lea Miller!

Takeaway: *Make learning fun.*

White Space

The idea of White Space is not commonly seen at conferences and events. Agendas are usually packed minute to minute, however we wanted to allow for time to reflect, network, and (if we're being honest), check in on non-conference related items like work or personal matters. Providing 5-10 minutes throughout the event gave attendees a chance to take it all in and have the freedom to spend that time however they'd like.

Takeaway: *Let attendees breathe.*

Games & Challenges

As event planners, we know it can be hard sitting inside a conference room all day. Our use of games throughout POCO, such as “The POCO Playoff”, allows attendees to have fun and interact with others while also learning about conferences.

Takeaway: *Make your event interactive.*

Social Activities

One of our favorite things about POCO is the chance to connect face-to-face with our friends and colleagues from around the globe. For this year's Welcome Party, a chartered boat took attendees across Sydney's Darling Harbor to The Loft, which allowed a fluid and eye-catching setting to mingle. On Wednesday evening, we hosted our POCO Social, which was filled with various activities and demos from exhibitors and IEEE societies to showcase their latest technologies in an interactive way.

Takeaway: *Networking is a main driver for attendance.*



iCON 2017 Award Winner: IEEE PES T&D Conference & Exposition

At POCO 2017, we introduced the IEEE MCE iCON Award. This honor celebrates an event that has demonstrated excellence in innovation, content curation, community building, and financial stability and growth.

The inaugural winner of the iCON 2017 Award was the 2016 IEEE PES T&D Conference and Exposition. Accepting on behalf of T&D was Tommy Mayne, Vice President, Meetings. With over 12,000 attendees, 700 exhibitors, and over 60 countries represented, the show is the largest and most comprehensive of its type in the world. They continue to bring new content and ideas forward and grow the event with hands-on demonstrations, collaborative sessions, and community building. The event has become the best place to see the latest technology and latest equipment available in the utility industry across the world.

Congratulations to the IEEE Power & Electronics Society for their successful T&D event! We look forward to seeing them at IEEE Convene 2018 in Berlin.



POCO 2017 was inspiring, invigorating, insightful and fun. Thank you for all of your positive and productive energy and for making 2017 the best event yet!

We look forward to experiencing more adventures in 2018 as we officially launch IEEE Convene in Berlin, Germany from 19-20 July 2018.

The IEEE Meetings, Conferences & Events team looks forward to seeing you there!



Feeling a sense of community, energy, and even inspiration- that's what happens when an event transforms into an experience.

Powerful, lasting memories. Stronger impressions. Increased commitment. MCE helps you transform your event into a resonant experience that stays with participants long after the meeting ends. Our mission is growing IEEE's technical communities through innovative, collaborate gatherings.

What does that mean?

That we're here for you, from early concept design through strategic agenda development and attendee engagement strategies.

Maybe we are introducing you to patrons or speakers that we have connected with along the way.

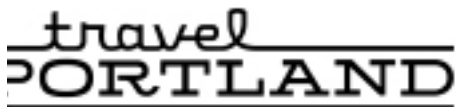
Maybe we're consulting on logistics and location specific planning. Or maybe we're crafting media and putting your meeting online with streaming video and mobile apps.

From planning through execution, MCE has the expertise to make the connections and help you build your community.



Professional Event Management Services

- Site selection & contract negotiation
- Venue & supplier management
- Registration, plenary, exhibit & concurrent session management
- Audience generation strategies
- Creative event media design and development
- Logistics planning/event management
- Patron program development
- Speaker management & engagement
- Exhibit sales & management



Thank You and Honors



We want to thank and acknowledge the leadership of Fred Schindler and the conferences committee.

This year Fred exhibited his willingness to get into tough subjects... but with humor and creativity.



It takes a village to produce POCO, but our lead Event Producer, Beth Surmont, and our lead Event Planner, Crystel Edwards, deserve special honors. From lining up speakers to middle-of-the-night phone calls coordinating with Australia, they worked tirelessly to ensure the event was the most successful POCO yet.

Thank you to the entire POCO team, including:

Julie Amodeo
Jacqueline Armstrong
Erin Bae
Ray Borgone
Gerardo Barbosa
Michael Braasch
Cassandra Carollo
Barbara Dantas
Crystel Edwards
Kevin Hanft
Marie Hunter
James Irvine
Rich Jannuzzi

Lynn Kijowski
Lukrecija Lelong
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Michelle Measel
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Bill Moses
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Sherry Russ Sills
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