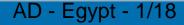# GPC – EED – MIE

13 Year Success Story

Dr. Ahmed M. Darwish

Egypt Section Chair

Objective

⊙ Increase IEEE's footprint!

⊙ Increase IEEE visibility (technologists, public and media)

⊙ Raise awareness about IEEE among non-government and government organizations active in technology

Questions to Ask?

? Whom am I targeting

? Top three activities that engage target and reasons for that

? How will I inspire volunteers to do it

In Middle East

? **Whom am I targeting**

✓ **Students**

? **Top three activities that engage target and reasons for that**

✓ **Pride & Recognition**

✓ **Sponsors & Jobs**

✓ **Learning & Networking**

? **How will I inspire volunteers to do it**

✓ **Young Professionals (GOLD)**

Road Map

- **Pre-test**

- **Governance**
  - o **Choosing the Team!**
  - o **Finding Sponsors**
  - o **Funding – Political – Community**
  - o **Attracting Technical Committee**

- **Content**

- **Logistics**

- **Media and PR**

Pretest

☺ **Think Big – Start small**

➢ **Started in Egypt with**
    Graduation Project Competition GPC

⬆ **Grew to be the largest event**

13 stations on the Road

2001 Graduation Project Competition

2002 1st EED   60 projects – 900 attendees

..

2004 3rd EED   Introduced MIE Competition

…

2005 5th EED   School Competition grades 7&8

2007 6th EED   Invited Arab Universities

..

2012 11th EED   260 projects – 9000 attendees

2013 12th EED   Steady State

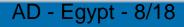2014 13th EED   Debating larger Expo / Conf Hall

12th Egyptian Engineering Day – EED 2013

The largest Youth Engineering event in the Middle East and Africa

- 260 Graduation Project
- 9000 Visitors
- 169 Professors
- 168 Company Representatives
- 10 NGO Representatives
- Coverage: 20 TV channels – 13 Radio Channels
  37 Newspaper and Magazines
- 12 projects received offers
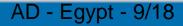- 36 projects received incubations

2 Ministers

Choose the Team

**Volunteers
vs.
Paid Professionals**

Volunteers

➢ Will work together from different universities and cities to execute the "Planned" event.

➢ Coordination (Training) Workshop: attendees will learn together how to make an event from scratch, how can they plan for an event and how to work in coordination with other teams.

➢ Governance Model:
  - Changing chair every year
  - Present work guided by past and
  - accompanied by future.

Sponsors

Funding

  Industry
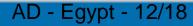
Political

  Gov

Community

  NGO and Societies

Technical

🚫 **Real Challenge to work on Review and referee committees**

🚫 **Each Professor / Industry partner has his own idea about standards**

Content (Program)

Balanced Mixture

- Technical \ Non Technical
- Workshops \ Seminars \ Forums
- International \ Regional \ Local
- Speakers \ Moderators

Logistics

- Brainstorming GAME to plan logistics

- Publications (content) and Materials including Website

- Human Resources

- Registration Type: Online \ Onsite

- Type of Attendees and expected number:

  - VIPs \ Guests \ Industry \ Government \ Professors \ Youth \

  - Fresh Grads \ Undergrads \ …

- Gallery \ Exhibition

- Catering

- Photography

- Reporting and Documentation

- …

Media and PR

Tough task

They only show up when

    Paid

    Or there is a story

    Or VIP

Closing Ceremony
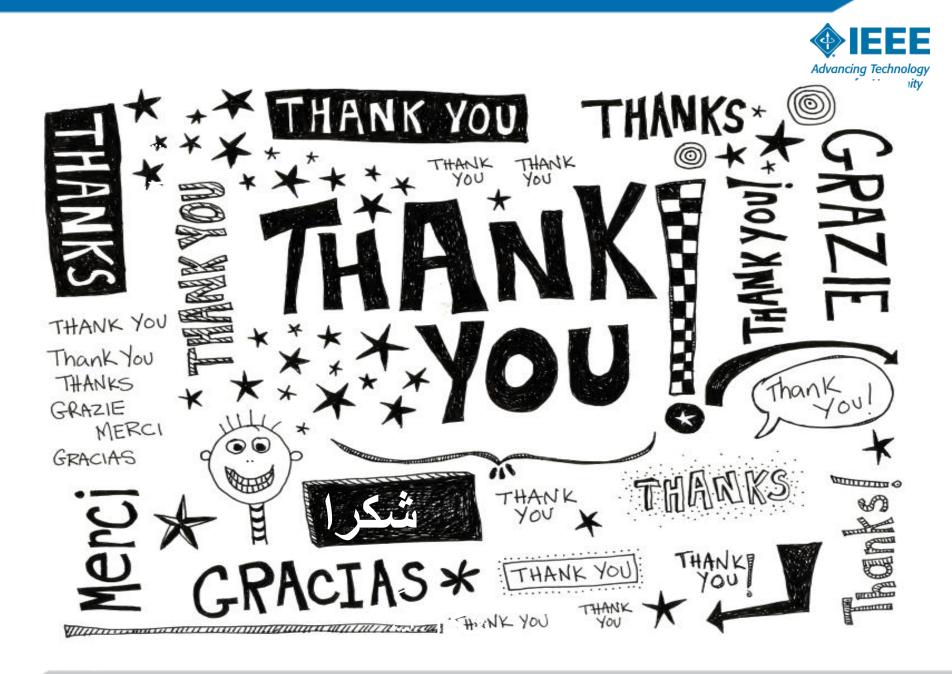
Recognition VIP (CEOs – Ministers …)

Extend .. Keep them Busy

- **All over Egypt Smaller Events**
- **Job Announcement Circulation**
- **Sponsor Frame Agreement**
- **…**