

Tallinn Workshops

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(on behalf of the workshop moderators)



IEEE REGION 8 MEMBER ACTIVITIES
IEEE REGION 8 COMMITTEE MEETING, Tallinn, October 2012

Workshop Sessions Logistics

	Room	Moderator/ Scribe	Presenter
Workshop 1	Adson	David Law/Salima	Ahmed Darwish (Egypt Section)
Workshop 2	Alver	Paul Micallef /Rafal	Nihal Sinnadurai (UKRI Section) and Sergey Shaposhnikov (Russia NW Section)
Workshop 3	Panso	Saurabh Sinha / Jorge	Mourad Loulou (Tunisia)
Workshop 4	Peterson	Stefano Zanero /Simay	Axel Richter (Germany Section) and Dalius Navakauskas (Lithuania Section)
Workshop 5 7th Floor	Tammsaare	Ghassan Shaban /Dirk	Vincent Kaabunga (Kenya Section)

Workshop Subject

Workshop General Theme:

"Successful Events, the How and Why"

Specific Issues:

- 1- Identify the top three **Best Activities** that **engage members** with the reasons for that.
- 2- Identify the top three criteria for **Designating an Event as Successful**.
- 3- Identify the top three **Problems faced when Organizing Events** and the possible **Solutions** for them.

The best activities are...

The simple and straightforward ones...

- Arranging a panel with a common theme from academia & industry
- Engaging young professionals and students through student or career days. Future amplifiers of the “IEEE message.”
- Webcasting (to overcome geo problems)
- Public sector engagement (e.g. of govt. officials) through public policy debates
- Industrial exhibitions coupled with conferences
- Distinguished lecturers (fellows, DLP, etc...) to attract and recruit people

The best activities are...

The more original ones...

- Preuniversity or “JUnior” MembershiP (JUMP) – early awareness
- Senior membership workshop – invite both eligible and seniors, engage seniors to referee: in Spain - 65 % favourable response.
- Competitions: capstone/final year project/thesis awards, robotics competition, IEEEExtreme, or other outside curriculum
- Organizing events for transitions (e.g. GOLDen STEP, but more broadly the principle of STEP)
- A standards workshop (incl. a role playing exercise) between academia, students (preuniversity & university), industry. Supported by IEEE Standards Education Committee (IEEE SEC). Vertical integration promoted through the workshop.

The best activities are...

The supporting actions

- Engagement through social activities, irrespective of the nature of the activity (e.g. a local non-technical or technical tour)
- Presence of IEEE section members at booth or with talks in non-IEEE but co-sponsored events
- Partnership or cooperation with national societies, regulators... (e.g. for continuing education), where the IEEE logo/brand of IEEE helps as an endorsement

You know you've done well by...

The simple metrics

- Number of attendees (expected vs unexpected, and actual)
 - #academia, public service, industry
 - #Students and graduate student members
 - #Young professionals
 - Can break down per session
- Balance of the technical papers between industry and academia
- Quality of the papers / presentations
 - % acceptance of
 - (i) peer-reviewed papers, or
 - (ii) presentations (e.g. industry)

You know you've done well by...

The simple metrics

- Visibility or participation of transnational entities/person(s)
- Surplus generating
 - Developing patronage
 - Developing financial co-sponsorship
- Feedback collection, analysis, follow-up and evaluation (key!)
- Public response, e.g. Pre/Post-event media
 - Social media?
 - Tier of publication
 - Positive, negative, or constructive?

You know you've done well by...

The global metrics

- Membership devt. / recruitment
- Number of attendees who become “regulars”
- Number of events soliciting the IEEE brand
- Gradient of growth from event-to-event
- Measure the exposure of members to the IEEE through advanced networking opportunities at an event, or follow-up events

Event troubleshooting

Challenges

Proposed Solutions / Opportunities

Finance/funding

- Payment methods, such as through a locally registered entity
- Evaluation of the section business model / events
- Pricing models for an event, including price variations (member grade dep.)
- Engagement of industry
 - Exhibitors
 - Diversity (broader theme)

Publicity

- Invoicing through the local section
- Reciprocity between (social) media and an event
- Dedicated volunteer(s)/innovative public relations team for publicity
- Convince media leaders in advance of a given event
- Inviting key persons from public/corporate sector

No shows

- Enforcement of policies
- Conditional acceptance of papers based on registration
- Correlate packaged accommodation bookings and a list of presenters
- Have an event on a cruise boat?

Event troubleshooting

Challenges

Editorial quality of papers and presentations, in particular the know-how around academic and/or non-native language typing/writing

Carry-over of experience

IEEE entity-to-entity support

Problem of *continuity* of events. Event types may vary from a local-to-section-to-regional-to-global.

Proposed Solutions / Opportunities

- Author's Workshop (good mentoring)
- Adding an additional layer of reviews
- Academic *writing approach*
- Post-event feedback, both in-person and through surveys
- Seek collaboration through region 8 (as an overarching entity) or professional staff partners
- Propose a steering and/or international engineering/scientific committee, where a default position includes past-chair
- Long-term and in-advance event bidding
- If possible, in-advance participation at the $N-1$, 2, 3, .. event

Event troubleshooting

Challenges

Geographical location, and related issues

Conference organization, and resource lack

Competition with other events

Proposed Solutions / Opportunities

- In advance arrangements, e.g. flights, Visas, etc
- Online registration / WebEx
- Virtual learning environment (VLE) to extend a full conference experience, where possible
- Conference manual, and partnering with experienced volunteers
- Mentor future/potential organizers through the partnership with more experienced volunteers
- Involvement of student volunteers for operational work and/or supporting services
- Outsourcing
- Collaborative events vs competition, through national and/or sister society events