



Mission

To increase awareness, understanding and appreciation of how engineering, computing and technology benefit humanity, and to promote the visibility of engineering, computing and technology professionals who carry out this work

As approved by IEEE BoD and outlined in Bylaws establishing Public Visibility Standing Committee

2014 Public Visibility Committee

Diogo Monica, Chair

- Pramod Abichandani
- Om Perakash Batra
- Fernando Bouche
- Maja Bystrom
- Thomas Coughlin
- J. Michael Golio
- Kartik Kulkarni
- Wanda Reder
- Roberto Saracco
- Cheri Warren
- T.L. Prasanna Venkatesan

Strategic Goals / Global Scope

- ▶ **Recognized relevance**

- ▶ Trusted, sought-after media source

- ▶ **Elevated online presence**

- ▶ Brazil

- ▶ Japan

- ▶ China

- ▶ U.K.

- ▶ India

- ▶ U.S.

Program Components

➤ **Media outreach**

- Technical Expert research and qualification
- Hot topic planning and outreach

➤ **Social media**

- Daily content
- Campaigns

➤ **Thought leadership**

- High-impact events tied in with exhibits program

Building Momentum

Year	Key Initiatives
2009	Launched program; created strategic plan; started culling technical experts.
2010	Expanded technical expert database; launched thought leadership program with Fortune: Brainstorm TECH event.
2011	Expanded thought leadership and technical expert prowess. Integrated social media tactics into PR outreach.
2012	Developed social media strategy; execution of social media; three impactful campaigns.
2013	Increased traditional media inbound requests; impactful social media presence.
2014	Continue to leverage and expand digital presence; increased use of digital PR tactics; increased integration across IEEE platforms

IEEE News Around the World

Mashable
InformationWeek

DIARIO de PERNAMBUCO

ZDNet

O GLOBO

tech radar.

URBANTIMES INTERNATIONAL
BUSINESS TIMES

Diário
do Nordeste

India Environment Portal
KNOWLEDGE FOR CHANGE

SOLUTIONS FOR STATE AND LOCAL GOVERNMENT
GOVERNMENT TECHNOLOGY

The New York Times

GCN

CNN

TechOn!


THE TIMES OF INDIA

The Daily Telegraph

ITPRO
IT ANALYSIS. BUSINESS INSIGHT.

CONTEÚDO DIGITAL
RADAR
MÓBILE

人民网 people
www.people.com.cn

ChinaByte
比特网 .com

THE WALL STREET JOURNAL.

the guardian

CORREIO BRAZILIENSE

Science@

Discovery
CHANNEL

TechNewsDaily
Where technology meets daily life.

The Asahi Shimbun
Japan's Leading National Newspaper

business today
FOR MANAGING TOMORROW

NIKKEI.

digit
YOUR TECHNOLOGY. BARRIERS. SOLUTIONS. THE NEW ISSUE OF

CHINA DAILY
中国日报

South China Morning Post
scmp.com

 **IEEE**
Advancing Technology
for Humanity

We Have Our Online Campaigns Down to a Science

facebook.

	2014 Growth	To Date
Likes	128,516	660,000+
Impressions	17.5m	82.2m
Engagement	216,436	901,828

twitter

	2014 Growth	To Date
Followers	11,110	56,000+
Retweets	4,231	27,155

IEEE Page Likes Comparison

IEEE	660,000+
Oracle	322,833
Toshiba	277,499
Virgin Atlantic	262,543
IBM	245,504
Verizon FioS	220,293
ASME	45,169
ACM	16,400

IEEE Followers Comparison

IEEE	56,000+
Comcast	25,001
Panasonic	22,324
Oracle Magazine	17,313
ASCE	16,093
Dell Social	14,220
ACM	12,567
ASME	1,264

Maximizing Opportunities

- ▶ Public Visibility issued a news release and infographic predicting **Driverless Cars** would dominate roadways by **2040**
- ▶ 60+ pieces of coverage in all six target countries within the first month
- ▶ We were contacted by **General Motors** about our prediction.
- ▶ ***But there's more...***

So...Who Wants To Be A Millionaire?



2014 Hot Topics

Consumer Electronics



- Cellphones
- Tablets
- Wearable Technology
- Flexible Screens

...and more

Internet of Things



- M2M Communication
- Big Data/ Data Analytics
- Connected Cities/Homes

...and more

Robotics



- Search and Rescue
- Nanorobotics
- Assistive Robots
- Mind-control Robots
- Automated manufacturing

...and more

STEM Education



- Technology in the classroom
- WIE
- Children and engineering
- Mobile/Online learning
- Non-traditional Classrooms

...and more

Transportation



- Intelligent Transport
- Transportation Infrastructure
- Electric Vehicles
- Autonomous Vehicles
- Commercial Space Travel

...and more

Gaming



- Game Hardware Development
- Gamification of education, healthcare
- Virtual reality

...and more

RoboThespian at 2014 CES



CES Success: IEEE What's Next

Interactive In-booth Facebook Game

- ▶ Survey results from 3,000+ attendees were leveraged for a post-show press release
- ▶ **+107,000** Facebook likes during campaign
- ▶ **+8,500** submissions to What's Next app game
- ▶ **+15,500** total views of 3 wrap-up report videos
- ▶ **84** uses of the #IEEEatCES hashtag



New for 2014: Increased Integrated Initiatives

Live Twitter Chat with John Cohn on STEM Education

- Online discussion was promoted in our hot topic press release
- New York Times education contributor joined the chat



Robotics and CES Video Media Alerts

- Robotics video distributed to the robotics and business media, also shared on Twitter
 - >1,000 views by journalists on YouTube and helped secure 30+ placements across the globe
- CES teaser video was distributed to the media and posted to Facebook
 - 2,500 views on YouTube



Industry Recognition

**2013 BULLDOG
MEDIA RELATIONS
AWARDS** FOR EXCELLENCE IN MEDIA
AND PUBLICITY CAMPAIGNS

**Best Use of
Social Tools**

*IEEE Public
Visibility*

**2013 BULLDOG
MEDIA RELATIONS
AWARDS** FOR EXCELLENCE IN MEDIA
AND PUBLICITY CAMPAIGNS

**Best Single
Campaign
Under
\$25,000**

*Intelligent
Transport
Hot Topic*

**2013 BULLDOG
DIGITAL/SOCIAL PR
AWARDS** FOR EXCELLENCE IN
ONLINE COMMUNICATIONS

**Digitally/
Socially
Engaged
Brand of the
Year**

*IEEE Public
Visibility*



**Best Press
Release**

*Intelligent
Transport
Hot Topic*

How Can You Help the PV program?

- ▶ Suggest technical experts in hot topic areas
- ▶ Leverage the hot topics at Section activities
- ▶ Promote public visibility program on a local level

How can my local section expand its visibility?

- ▶ Increase social media engagement:
 - Develop a list of topics
 - Provide regular updates
 - Leverage IEEE hot topics
 - Post questions that encourage dialogue
 - Participate in the conversations

Think Digital

- ▶ Is there an event or technology milestone in your area that can be digitally represented, with sharable content?
- ▶ Do you have a technical expert who can develop content addressing a particular technology topic in layman's terms?
- ▶ Is there a section of our local website where we can leverage our members as technical experts?
- ▶ Do we include a place where media can contact experts?
- ▶ Can we produce short interactive summaries of events?

Introducing the Internal Publicity Toolkit

- ▶ Tips on communicating with the press
- ▶ Social media guidelines
- ▶ Communications planning checklist
- ▶ News release template
- ▶ Key messaging
- ▶ Brand Identity Guidelines
- ▶ http://www.ieee.org/about/news/media_kit/Internal/internal_publicity_toolkit.html



What does success look like?

- ▶ Increased engagement
- ▶ Increased visibility
- ▶ New connections
- ▶ New followers

Professional Staff Resources:

- ▶ For input and ideas of a Digital Marketing Campaign, contact:
 - Lauren Kaplan, IEEE Integrated Marketing and Corporate Communications, l.t.kaplan@ieee.org
- ▶ For input and ideas for a Media Relations Campaign, contact:
 - Fran Tardo, IEEE Integrated Marketing and Corporate Communications, f.tardo@ieee.org

