GPC – EED – MIE
13 Year Success Story

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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
  - Choosing the Team!
  - Finding Sponsors
  - Funding – Political – Community
  - 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
Recognition VIP (CEOs – Ministers …)
Extend .. Keep them Busy

- All over Egypt Smaller Events
- Job Announcement Circulation
- Sponsor Frame Agreement
- ...
Thank you! Thank you! Thank you!