



# Details of workshop

- organized as 3x3 event:
  - 3 teams
  - 3 coordinators/mentors
  - 3 parts (2x45 minutes + 1x15 minutes)
- **20 ideas were generated**

# Success stories

- Participation in major local events/contests
- Cooperation with local associations
- Technical co-sponsorship of conferences
- Technical programs on local media together with industries and students
- Co-sponsoring of young engineers, e.g. travel grants, free memberships

# Success stories

- Student papers contest, students conferences
- Direct contacts with top-management/industry
- Governmental support
- Invited speakers for hot topics
- IEEE Milestone events
- Campaigns in the social networks
- and many more .....

# Ideas to increase IEEEs footprint

- Educate the general society/ promote engineering in public/media/journal
- Provide (actively inform about) a list of experts based on enquires.
- Impact/advocating
- Hot topics/Organize lectures in collaboration with other institutions

# Ideas to increase IEEEs footprint

- Sourcing of skills, communication, engage IEEE with industry/ to provide global vision/future.
- Inspiring/encouraging engineering for students at schools/high schools.
- Team up with PR/IEEE provides support about the media (communication professional body supporting sections)

# Ideas to increase IEEEs footprint

- Uses Local languages for relevant services /products; translate “IEEE” to all IEEE languages
- Organize student contest to win free membership/travel grants etc.
- Use WIN-WIN strategy working with local sister organizations
- IEEE help (with accreditation) on MOOCs

(Massive Open Online Courses)

# Ideas to increase IEEEs footprint

- Provide local media with technical expertise in IEEE areas
- Use industrial/governmental power to promote IEEE events
- Student branches to work with pre-university students
- Use digital power – think virtually



# Ideas to increase IEEEs footprint

- Organize local award ceremonies
- Distribute news about local events globally, not to be self-centered
- In all cases know your target group (engineering community, general public, industry, pre-university students) and address them directly
- Organize public visibility training for volunteers

# Ideas to increase IEEEs footprint

- Add a note of humor in campaigns, news, making them more memorable.

# Ideas to increase IEEEs footprint

- *Data collected from 100% of R8 total best engineering population*
- *Data provided Statistic International Group "Dušanka, Emilio & Andrejs" with help of Diogo, Patrick and Ahmed*