

## Professional Activities Subcommittee (PASC)

Jan Haase

Team consists of three members: Jan Haase (chair), Shashank Gaur (Portugal) and Bassem ElMeleegy (Bahrain).

### Goals

- PA offers talks given by distinguished lecturers covering non-technical topics contributing to member's careers, such as leadership, organizational or communication skills, technical paper or proposal writing skills, oral and presentation skills, entrepreneurship skills, etc. The speakers are all experienced lecturers giving multi-hour workshops. Some workshops even run over several days, according to speaker requirements. A local IEEE group (e.g Section, Student Branch, Young Professionals affinity group etc) may contact the speaker directly to find a suitable time. Local funding (by the IEEE section or sponsors) is necessary, but there is also funding available to cover travel expenses to/from the location.
- One of the goals is a much enhanced visibility of PA. Many section members (even the section excom members) and many conference attendees don't know about IEEE PA.
- Another goal is to have more PA representatives in the sections (so they should appoint local PA officers).
- And the number of PA distinguished lecturers (DL) should increase in order to have good chances of being able to send a DL on request. The DLs should furthermore come from different countries (sections). This way it is more probable to find a DL to send to a conference, student work shop, or similar event at low travel costs.

### Status and Past Contributions

- The new PA Subcommittee's logo was designed by Bassem ElMeleegy and looks like depicted here. It adheres to IEEE's rules and is intended to be used in order to strengthen the recognition value of PASC.



Professional Activities  
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- Furthermore, there now is a Facebook group concerning PASC, found at <https://www.facebook.com/IEEEER8PA/>
- The PA DL team grew: Andreas Neumeier, Germany, joined and can give lectures on topics like product management, value proposition, or information security.
- A further approach to enhance visibility is to be present at IEEE R8 flagship conferences and man a booth explaining the goals and opportunities of PASC to attendees. This was now performed for the first time at IEEE Eurocon in Ohrid/Macedonia in July 2017. At Eurocon, PASC hosted a pre-welcome reception gathering together with R8YP where Shashank Gaur, Margaretha Eriksson, and Vinko Lesic were present to start the conversation in a more informal manner.

### Outlook

It is planned and organized to host at Africon in Cape Town/South Africa (September 2017) a similar event like at Eurocon. First lessons learned at Eurocon (such as a better timing, better approaching of the appropriate audience and better marketing for PA) will be implemented. Enhancement ideas include gamification such as a contest or having to meet some people serving as check points, or choosing a time for the presentation when attendees are relaxed and having a drink and/or food in their hands. Of course, the DL program will continue and speaker requests be acted at.

### Points of concern

One of PA's problems is that even local sections don't always know about PA and many did not appoint a local PA officer. Section chairs who did not yet have a PA officer appointed should do so. Furthermore local PA officers should accept the offer to be informed by R8 PASC members about what is their goal, and what are good approaches to reach their local members.