



Technical Sponsorship Financial Sponsorship of Conferences

**Magdalena Salazar Palma &
Peter Nagy**

Overview

- ❖ Sponsorship definition
- ❖ Reasons to provide TCS
- ❖ TCS of Region 8
- ❖ TCS fee overview and how to avoid it
- ❖ eNotice to Region 8 members
- ❖ Additional Resources
- ❖ IEEE MCE Conference Education Overview

How Can Organizations Participate in a IEEE Conference?

Sponsors

You can **manage** the financial and technical responsibilities in running a conference

You can **manage** the technical responsibilities in running a conference

Ownership

Contributor, Patron, Supporter

You can contribute funds in exchange for brand exposure

The Business world typically thinks of Sponsorship as paying for brand exposure...



**IEEE Conference Sponsorship
relates to ownership**

IEEE Conference Sponsorship

When sponsoring an IEEE conference it refers to the **ownership of the conference and what is your percentage of the financial and technical responsibilities in running an IEEE sponsored conference**



IEEE Conference Sponsorship Types

Financial Investment

Sole Sponsorship

Your OU has **100%** ownership for both the financial and technical responsibilities related to your conference

Co-Sponsorship

Your OU has **shared** ownership (%)

No Financial Investment

Technical Co-sponsorship

Your OU will have **direct and substantial** involvement in executing a high quality technical program and oversight of IEEE brand usage

Sole Sponsorship

Indicates your OU has full ownership of the conference



Sole Sponsorship

Indicates your OU has full ownership of the conference

Key Responsibilities

Validating the conference **scope is aligned** with IEEE, setting parameters to execute a high quality technical program

Executing a successful conference that produces a **positive surplus (20% goal)**

Your OU will **receive 100%** of surplus or be responsible for a **deficit**

Ensuring appropriate representation of the **IEEE brand** on all communications, websites and marketing materials

Co-Sponsorship

Indicates your OU has a shared ownership of the conference



Co-Sponsorship

Indicates your OU has a shared ownership of the conference

Key Responsibilities

Validating the conference **scope is aligned** with IEEE, setting parameters to execute a high quality technical program

Executing a successful conference that produces a **positive surplus (20% goal)**

Your OU will **receive XX%** of surplus or be responsible for a **deficit**, depending on the **financial share**

Ensuring appropriate representation of the **IEEE brand** on all communications, websites and marketing materials

Co-Sponsorship - Shared Responsibility

Conference execution responsibilities are shared:

- venue selection,
- negotiating services,
- exhibit management,
- publication of programs and proceedings,
- obtaining approval of the conference from IEEE
- social media
- coordinating resource management and full administration of conference
- marketing and public relations

A Memorandum of Understanding (MOU) is required. It defines the responsibilities of each party

Technical Co-Sponsorship

Indicates your OU has no financial investment the conference



Technical Co-Sponsorship



Indicates your OU has no financial investment the conference

Direct & substantial involvement in the Technical Program

An IEEE volunteer is the Technical Program Chair /
Track Chair / Assign reviewers / Conference Quality

The financial sponsor/s are allowed to use the IEEE brand to promote the conference – **Protect the IEEE Brand**

The conference's proceedings are **eligible** for publication in Xplore

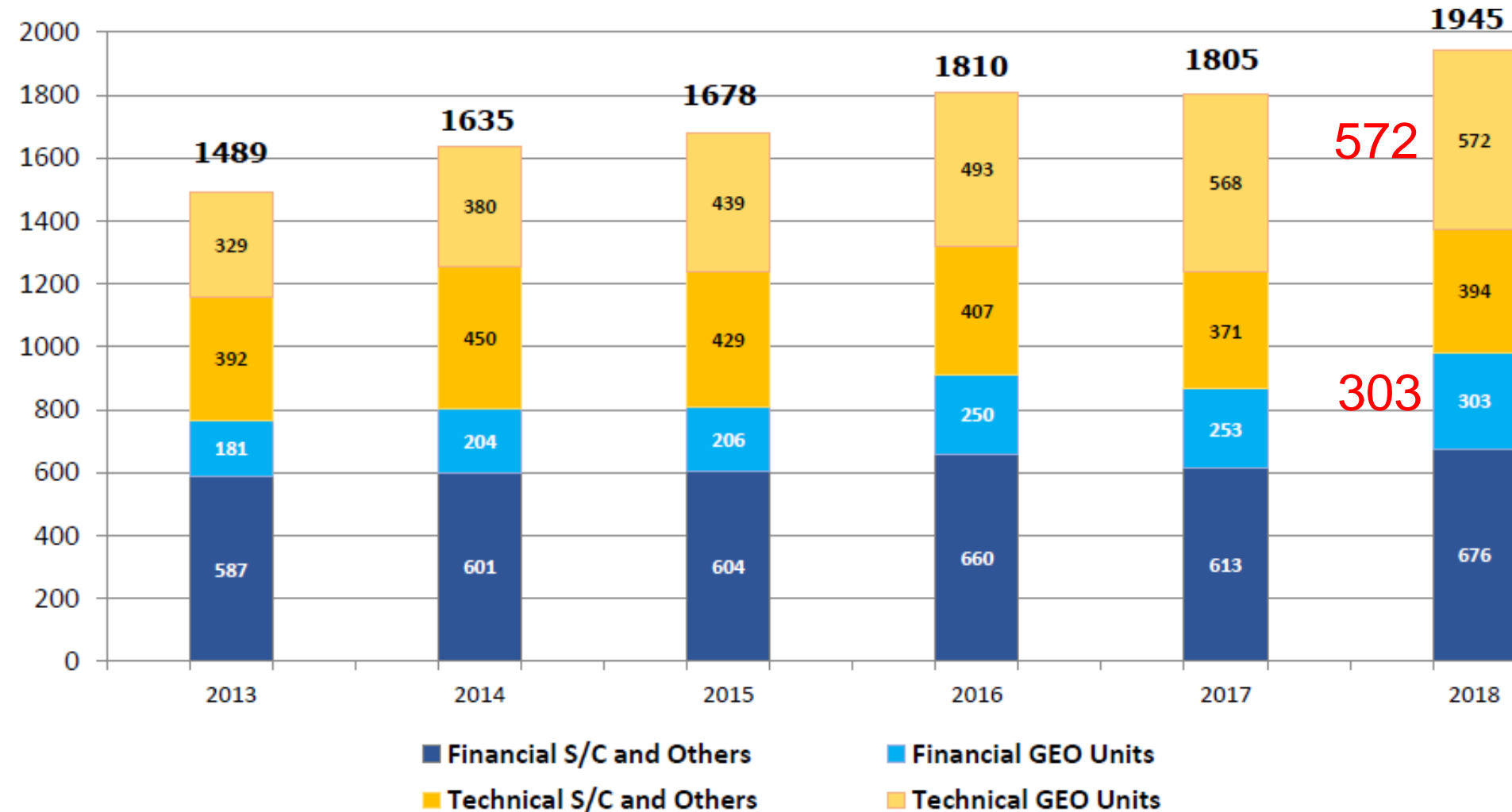
IEEE can decline to publish the conference proceedings that doesn't meet IEEE's quality standards

Reasons to Provide Technical Co-Sponsorship

- ❖ To **become involved** with new, cutting edge science or technologies where IEEE is not a major player
- ❖ To increase the **IEEE brand exposure** to a new audience
- ❖ Providing technical co-sponsorship is an effective way for you to determine if a non-IEEE organization should be considered for **financial sponsorship in the future**
- ❖ **Testing** ground, developmental conference
- ❖ To provide an **activity for your OU members** to participate in
- ❖ When you have a **lack of resources** to financially sponsor a conference
- ❖ You can only provide resources to assist with the **technical program execution**



Recent data – Number of Conferences



- Projected Conference Activity 2018

2018 values represent our current forecast estimates. As such, they are subject to change over time.

TCS of Region 8 - requirements

- ❖ Conference organizers should contact OU leadership before submitting the application
- ❖ <https://www.ieee.org/conferences/organizers/conf-app.html>
- ❖ Agreeing to the conference means involvement of the OU in the conference organization for quality control
- ❖ Plagiarism check – crosscheck.ieee.org
- ❖ 1 Section and 1 Society or Chapter involved
- ❖ Technical Program (co-)Chair is well known IEEE member
- ❖ 2 R8 committee members involved in review process
- ❖ Reduced fees for IEEE members
- ❖ Date should not conflict with other R8 conferences

TCS fee Overview and how to avoid it...

- ❖ For any technically co-sponsored conferences in which there is **no (0%) IEEE financial interest** the MGA co-sponsor shall arrange (via an approved MoU) for recovery of IEEE operation costs
- ❖ Effective for conferences for which the creation of the MoU starts after 1 January 2018, the fees are \$1000 per event plus \$15 for each paper that is optionally published in Xplore.
- ❖ As an exception to this general policy, MGA will continue to pay those fees if the external (non-IEEE) financial sponsor has a **National Society Agreement** with IEEE or has a **Sister Society Agreement** with one or more of the IEEE Societies.

Fee calculation...

Financial Co-Sponsored (10%)

Surplus \$10.000

Financial share 1k USD

Sum: **\$1.000**

Technical Co-Sponsored

\$1.000 flat fee

\$15 x 300 paper =

\$4.500

Sum: **\$5.500**

\$ 1.000 is less than \$ 4.500

Financial Co-Sponsoring can be cheaper then TCS,
and OU receives some funds (and takes the risk too)

Some details

- ❖ Multiple sponsoring IEEE OUs – the TCS co-sponsorship charge is divided equally
- ❖ IEEE will bill the GeoUnit or Conference based their feedback
- ❖ Other fees charges by Geo Units are at their discretion
- ❖ Choices on how to allocate this fee
 - ❖ You may charge your Geo Unit for all fees
 - ❖ You may charge the conference for all fees
 - ❖ You may decide on an allocation model which splits the fee among the Geo Unit and conference

Thanks for Francesca Mingione!

eNotice to Region 8 members

- ❖ For co-sponsored conferences only to maintain the e-mail flow
- ❖ Automatic rejection if not co-sponsored
- ❖ <https://enotice.vtools.ieee.org/>
- ❖ Message must be clear, understandable and accurate
- ❖ Maximum of 3 eNotice messages
- ❖ There will be a Region 8 news soon about it

Thanks to Tomislav Capuder!

Additional Resources

- ❖ **Running an IEEE Conference**

http://www.ieee.org/conferences_events/conferences/organizers/index.html

- ❖ **IEEE - Conference Sponsorship Overview**

http://www.ieee.org/conferences_events/conferences/organizers/conference_sponsorship.html

- ❖ **IEEE Online Conference Application Form**

& Multi-language Tutorials (Spanish, Mandarin, French)

http://www.ieee.org/conferences_events/conferences/organizers/conference_application_form.html

- ❖ **The IEEE Brand Experience**

<https://brand-experience.ieee.org/>

- ❖ **Societies and Communities**

<https://www.ieee.org/communities/index.html>

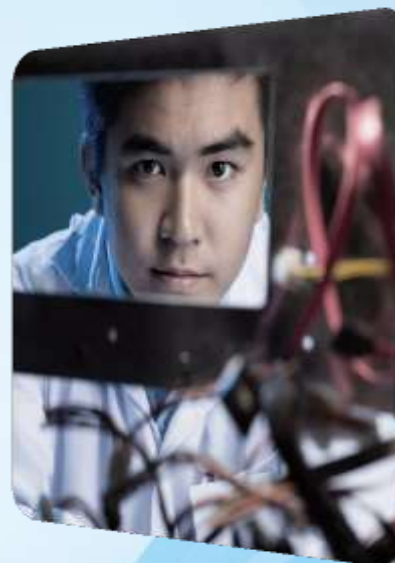
- ❖ **Member and Geographic Activities (MGA)**

<https://www.ieee.org/communities/geographic-activities.html>

- ❖ **MCE Services**

<https://ieeemce.org/>

- ❖ **MCE – Single Point of Contact ieee-mce@ieee.org**



MCE Conference Education Overview 2018

IEEE Region 8 Meeting

2018 October

Kevin Hanft Senior Manager, Volunteer Education

John Tracy Program Manager, Volunteer Education



MCE Conference Education Program

Overview

- Goal: Enable Conference Organizers and Organization Unit (OU) leaders to have more productive and rewarding conference volunteer experiences
 - Understand the principles and skills necessary for running an IEEE conference
 - Know the IEEE requirements, standards, “best practices”, resources and tools
 - Learning opportunities for all roles and experience levels
 - No cost to attendees to utilize the Conference Education Program
- Three conference education offerings
 1. **Monthly webinars** on a wide range of conference and event topics
(Available for on-demand viewing later)
 2. **eLearning Courses and playback webinars**, organized by conference role.
 - Available on-demand 24/7 in the IEEE Center for Leadership Excellence (CLE)
 3. **Conference Education Workshops**
 - **MCE Led**
MCE Conference Education conducts workshop onsite
Host OUs responsible for local arrangements / MCE covers staff T&L
 - **Volunteer Led (Train the Trainer)**
OU organizes all elements of the workshop and provides subject market session leaders
MCE Conference Education provides-
 - Agenda customization / Fully scripted PowerPoint slides for all topics
 - No cost to the OU / Virtual expert speaker, when appropriate



eLearning Role Based Tracks



These tracks are complete, from a topic perspective, refreshed as needed Playback denotes recorded webinar

Event Partnership and Sponsors

1. IEEE Conference Sponsorship Overview
2. IEEE Conference Application and Memorandum of Understanding (MOU) Process - Timeline
3. PLAYBACK - Working with Organizations that Benefit Your Conference (LOC)

Technical Program Management

1. Technical Program Development Overview
2. Being Proactive Improves Conference Quality
3. CrossCheck for Conferences - Plagiarism Detection Tool
4. **Chinese Translation** - CrossCheck for Conferences - Plagiarism Detection Tool
5. PLAYBACK - Technical Program Development - Best Practices
6. PLAYBACK - Technical Program Challenges: Scope, Non-Presented Papers & Written Quality
7. PLAYBACK - Peer Review - Systems and Industry Trends
8. PLAYBACK - Technical Co-Sponsorship - Strategy, Tactics and Best Practices

Conference Finances

1. *Conference Financial Responsibilities - Overview of the Financial Operation Manual (FOM) and IEEE Policies - NEW*
2. TCS Cost Allocation MGA 2018
3. Managing Your Conference's Finances
4. How to Develop Your Conference Budget
5. The Conference Audit Process
6. NetSuite for Conferences - Overview
7. How to Close Your IEEE Conference - Finance
8. PLAYBACK - The Role of the Conference Treasurer
9. PLAYBACK - Indirect Tax Compliance Overview

Conference Publications

1. New Electronic IEEE Copyright Form (eCF2)
2. IEEE Conference Publications Overview
3. Preparing Your Conference Proceedings
4. The New Electronic Copyright Form
5. Conference Publication Tools - PDF Express, PDF Express Plus and eXpress Conference Publishing

eLearning Role Based Tracks – contd.



Reaching New Audiences

1. Public Relation Basics for Conferences
2. **PLAYBACK - How to Get the Most Out of Working with IEEE Partners**
3. Running Industry Practitioner Focused Events
4. Audience Development - Growing Your Conference Attendance
5. Public Relations Basics for Conferences - *NEW*
6. Playback - Running Industry Practitioner Focused Events - Spanish Version
7. PLAYBACK - 10 Simple Ways to Innovate Your Next Conference
8. PLAYBACK - Better Event Invites in 7 Easy Steps
9. PLAYBACK - How to Drive IEEE Membership at Your Conference
10. PLAYBACK - Using IEEE Collabratec to Enhance Engagement at Your Conference
11. PLAYBACK - Developing Soft Skills for Leadership Through Conference Organizing

Event Management

1. Event Crisis Management: Protecting Your Conference in Uncertain Times
2. The Knowledge to Negotiate -The IEEE Contracting Process
3. Optimizing Registration For Your Event/Conference
4. PLAYBACK - Event Site Selection, Leverage the Power of MCE
5. PLAYBACK - Mobile Apps for Conferences – The Latest Trends in Audience Engagement
6. Playback - Running Industry Practitioner Focused Events - Spanish Version
7. PLAYBACK - IEEE Strategic Programs

2018 Conference Education Webinars



1. **Conference Contracting Overview** – 111 attendees
2. **Understanding MGA Technical Co-Sponsorship (TCS) Costs** – 161 attendees
3. **The Electronic Copyright Form – Overview** – 109 attendees
4. **How to Get the Most Out of Working with IEEE Partners** (Business Events Canada) 42 attendees
5. **The New Electronic IEEE Copyright (eCF) Registration Process** – 79 attendees
6. **Public Relations Basics for Conferences** – 80 attendees
7. **Conference Financial Responsibilities - Overview of the Financial Operation Manual (FOM) and IEEE Policies** – *October*
8. ***IEEE Guidelines for Working with Children – November***
9. ***Tableau for Conference Organizers - November***
10. ***New Packing List Generator Overview – December***

Magdalena Salazar Palma &
Peter Nagy, nagy.peter@ieee.org

If you have questions on Education Program or eLearning
Tracks or want further details, contact:

Kevin Hanft, +1 732 562.5598 or k.hanft@ieee.org

John Tracy, +1 732 562.5486 or j.t.tracy@ieee.org