



R8 Communication

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Contents

- ▶ Background
- ▶ Current and future status
- ▶ Presentation of R8 communication channels

Background

- ▶ Many members cite “being informed” as one of the top reasons for joining or staying in IEEE
- ▶ Conferences, publications, are the standard way of keeping members informed, and they are done at different IEEE levels
 - Spectrum, The Institute
- ▶ At R8 we have the duty of producing the information our members and society request, within our role in the IEEE structure

Objectives of R8 communication

- ▶ Inform members of events, activities, ways to participate
- ▶ Keeping members updated on relevant technological news
- ▶ Showcase IEEE to encourage others to join
- ▶ Promote volunteering
- ▶ More...

Media

- ▶ Email
- ▶ Paper publications
- ▶ Web posts
- ▶ Social media
- ▶ Other?

Current status

We have

- ▶ eNotice
- ▶ Web site (ieeer8.org)
- ▶ R8 News
- ▶ R8 Today
- ▶ Facebook, Twitter,...

We need to define the role and place of each one, to provide a coherent view to users.

Targets

Our users can be:

- ▶ Members
- ▶ Society in general
- ▶ Potential members

We can further segment into:

- ▶ Good/limited internet access
- ▶ Younger/Senior
- ▶ Volunteers/non-volunteers
- ▶ ...

The future

- ▶ New publications to fill the gaps
- ▶ Take care of overlap between communication channels
- ▶ Be aware of changes and adapt to them

Thank you for your feedback!

R8 Communication channels

...and how YOU can use them

Region 8 News

R8 website

Digital marketing and social media

Region 8 Today

IEEE Sigma