Expand via thought leadership and technical communities

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Malta
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IEEE

Introduction

IEEE Technology Centre GmbH, Vienna – current staff

- Dr. Clara Neppel, Senior Director for European Business Operations
  - Responsible for IEEE's operations and presence in Europe
- Dr. Hermann Brand, European Standards Affairs Director
  - Lead the regional efforts of the IEEE SA in Europe

- Massimo Pellegrino, European Public Policy Program Manager
  - Responsible for IEEE's public policy activities in Europe

- Tania Sanchez Juarez Zugazagoitia, Executive Administrator
  - General administration of IEEE's Technology Centre

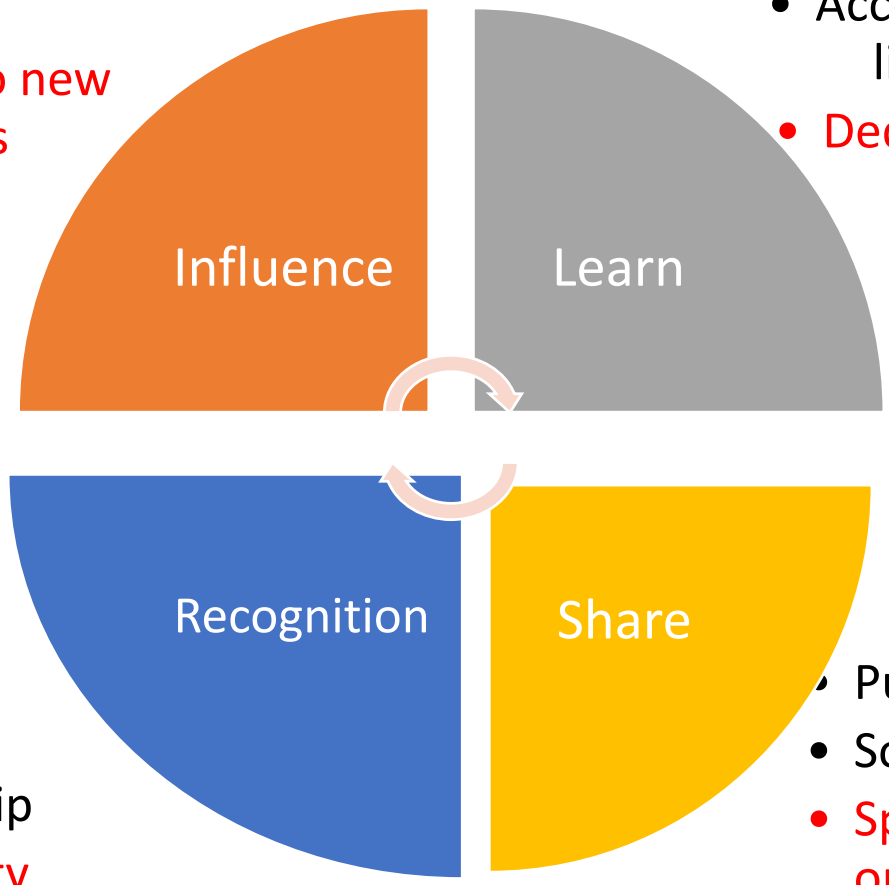
- Eszter Lukács, Client Services Manager
  - Service and training of IEEE Xplore customers in Europe

Towards the 4 million

Turning (one-off) users/participants to engaged members

- Chairing
- Expand to new audiences

- Access to content and like-minded people
- Dedicated events and formats



- Rewards
- Thought leadership
- Exclusivity

- Publish
- Social media
- Speaking opportunities

Why join an IEEE community?

Benefits

- Community: global, interdisciplinary
- Share your thoughts: energizing and inspirational exchange with peers and global thought leaders
- Get insights: to research, trends and challenges from industry and policymakers
- Learn and grow: access to conferences and new formats to continuously develop yourself
- Get support: a trusted group of diverse peers to work on your current issues
- Increase your impact: platform for to start your initiatives

Examples of current communities

Supported by the IEEE global office in Vienna

- Mobility/Connected and Autonomous Transportation
- Public Policy
- Blockchain
- Entrepreneurship
- Artificial Intelligence

Mobility/Connected and Autonomous Transportation

Use new formats for engaging industry and broader public

- Workshop at IBM Watson Tower in Munich
  - Focus on automotive eco-system challenges that cannot be solved by a single company or a bunch of companies alone
  - For both automotive and ICT industries
  - Use the 350 subscriptions/registrations of the December workshop as a basis to develop a broad community in the transportation domain
  - Selected outreach to industry

Public Policy

Bridge between policymakers and the technology community

On-going engagement to provide technological expertise and politically-neutral input to policies

Members

EPP Committee and WGs, position papers, webinars, stakeholder workshops, etc.

Policymakers

Dedicated outreach programs, expert groups, Summit, Parliament Supplement, debates etc.

Other stakeholders

Seek common ground for action with scientific bodies, think tanks, professional associations, consumer organizations, etc.

ICT and Energy WG

- Call for New Members
  - 125/75 Applications
  - Repository of experts

Amendments to the EU's 2050 climate strategy tabled by MEPs include issues highlighted by IEEE.

Blockchain

High level events and support local technical communities

Dinner Debate, 27 November 2018

- *European Parliament, Brussels*
- *Demystifying Blockchain*
- *With EPPC, Blockchain Initiative, R8 AfI, policy makers, industry*
- *75-80 participants*
- *10 panelists*

- Support volunteers from the Initiative and Sections to set up and sustain the blockchain technical community
- Explore participating in the EU blockchain association
- Facilitate participation at relevant events to show visibility and attract new members (Davos, ANON Blockchain Summit Vienna, BLOCKCHAIN INTERNATIONAL FORUM ALICANTE)

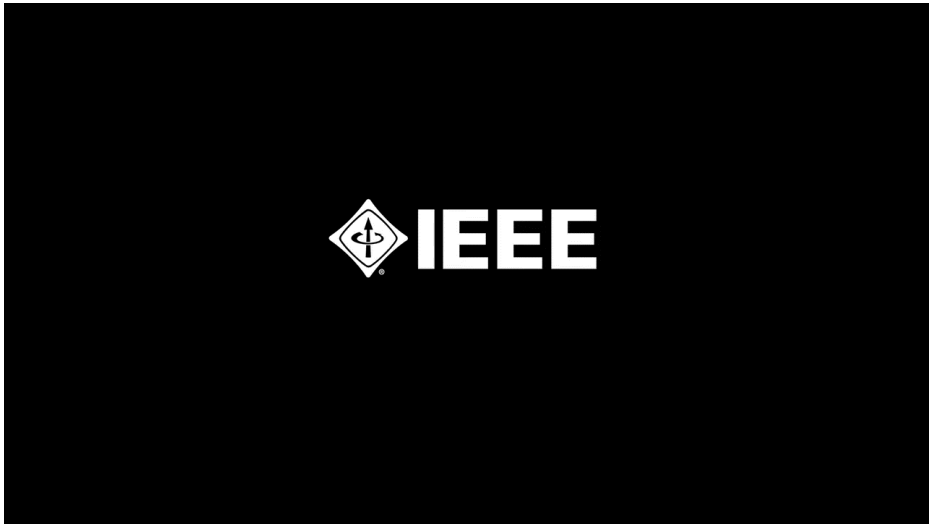
Entrepreneurship

- EUTop50 startup competition
  - With IEEE Entrepreneurship, SA and R8
- Four Start-ups selected for the IEEE N3XT Stars Awards

Artificial Intelligence

Top-down and bottom up approach to expand community

- IEEE is member of the HLEG on AI, European Commission
- Engagements with EU, European Parliament, Council of Europe, OECD etc
- Ethically Aligned Design, Standards and Certification
  - City of Vienna, Espoo, EY, Accenture, etc
- Interactive events to reach broader public
  - Panels at different events (CPDP, World Government Summit etc)
  - Coffee House networking sessions



Increase value proposition for membership

Attract new members via events and communities they care for

- For existing initiatives/communities - or you create a new one!
- IEEE global office in Vienna works with volunteers to
  - Help kick start
  - Sourcing experts and policy makers
  - Represent IEEE at your event or industry outreach on current offerings
  - Support with standardization, Academy
  - Opportunities to be represented at high level events and expert groups
  - Set up global contacts
  - Help with new formats
  - Help identify global events to raise awareness and recruit
    - WeAreDevelopers (Berlin)?
    - WebSummit (Lisbon)?

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