IEEE R8 Ad-Hoc Focus on Industry   Nihal Sinnadurai

Objective: To make IEEE events relevant and attractive to industry and thereby regain an IEEE position that will be of value to industry.

Description.

1. Because the focus of companies is to create products they can sell, and to succeed in business, events run by IEEE must provide opportunities for companies to do business.

2. Therefore, we propose an events 'platform' that will include features to showcase companies, access for companies to make contact with attendees, and opportunities to 'breakout' with interested potential customers. Therefore we will commission the development of a purposeful Events Platform. While we are in the midst of a pandemic the platform must work for today's need for online Virtual events as well as supporting Hybrid and Live events, when restrictions are eased. The Events Platform will have a structured Menu (to be developed) to be attractive to companies. When opened, everything within must be linked - presentations, networking, showcasing and other commercially attractive features.

3. Having previously participated in such a structured virtual event, we note that pre-preparation and rehearsals are necessary for Session Chairs and Presenters for the event. We will then develop and prepare guidelines for further events downstream.

4. Timelines and Team: In order to reach industry major industry players, we hope to recruit in Q2-2021 into the Ad-Hoc team two more experienced industry based volunteers. This reinforced team will reach out to industry companies to build a picture of events, players and probable participants for attractive industry events.

5. Because of the lead-times for authorisation, there will be an onward lead-time for the Events Platform to be customised to us. We will, in parallel, endeavour to build our industry picture. But an event cannot be planned until we have the platform and tested it. This will take us through to late Q2. So, the first event will be a pilot that nevertheless must interest and not disappoint the companies we may have recruited.

6. Below we list events based on our experience that we believe can be of interest to industry.

7. We intend to learn from the early events to: # Further improve the platform; # Continue to identify event topics of strong interest to industry.

8. The events will not be exclusively for industry but must favour industry. Companies may seek the involvement of university researchers to add focused depth to the innovations (companies may add the breadth they require). We will, therefore, include opportunities for applied research academics to present innovations.

9. Some larger companies are philanthropic and may even support blue-sky research, which may arise from the events

10. Where industry engineers submit papers for events, it is important that we: # recognise and admit papers and presentations that include technical product content; # acknowledge that the intellectual property belongs to the company and will remain with them outright (they will not relinquish copyright, but will assign a licence to publish).

~~Key performance indicators~~ (we do not use these meaningless measures). We work to Objectives – which determine the direction of travel of our action.

Proposed Events

Because engineers in industry are expected to be industrious – at work – absence = cost - we propose that the events must be scheduled and of duration that encourages their managers to permit them to attend. So, the events must be short. We will find out later if they have added value to the companies, i.e. cost-benefit.

And, as stated in the 'Description', to be attractive to companies, the events 'platform' must include showcasing, access to make contact with attendees, and opportunities to 'breakout' with interested potential customers

We will start planning and recruiting when budget approval is confirmed. We expect the lead-time, including marketing, to be about 3 months, so the first event will probably be late Q2.

*   Vehicle Technologies (driverless cars, eco-friendly trains and buses, battery technologies, …..)

*   Green Technologies (PVs, LEDs, Turbines, Fuel Cells, Nuclear, …..)

*   Wearables technologies (Ambient intelligence, Firefighting garb, Vulnerable people, …..)

Other topics to consider

*   Engineering in Health (especially during or after COVID-19)

*   Smart Technologies: Smart home , Smart cities, Smart governing which can also include IoT, Blockchain and wireless, cellular even satellite networks etc

Progress against goals since the last report

No previous report. The Ad-Hoc is new.

The essential first step is to create a specific Industry Events Platform. Such a platform may use one of the available video conferencing systems (Zoom, Teams, Webex, …….). The design of the platform, which I now call the 'Industry Events Village', will be a dedicated (to R8) Application licenced to R8 (the generic platform is the IP of the provider). The Village will include the following fundamental features: a 'Topic' stage; a Showcasing facility (company products or services); a 'Breakout' facility. In addition, the 'Village' may include a Networking facility (e.g. LinkedIn), and other business or social features that may improve the attractiveness of the 'Village' to companies.

Subcommittee Specific Issues 1

Approval lead-times. Commissioning and getting the specific platform

Subcommittee Specific Issues 2

Reaching non-IEEE Industry contacts

In order to reach participants for each event, we intend that recruitment and publicity must reach beyond IEEE mailings. This means that we may have to buy commercial databases (this is an imperfect approach and fraught with negatives). In addition, mailings must not be done by our volunteers who would trigger bans as spammers, but be mailed out through the commercial mailing houses. The replies to such email shots must be received by the volunteer team running the event.

An alternative approach is to partner with societies that are already successfully oriented to industry – where we will be the supplicant and must be humble and respect that they are in the leading position.

Of course, we will also use our own contacts in industry, especially to recruit industry speakers and to obtain sponsorship. Our expectation is that successful events will stimulate interest for future speakers and sponsors.

Points of Concern

Accessing commercial databases (this is an imperfect approach and fraught with negatives).

Proposals for improvements/Other Issues to report

Deciding on which Events we may hold will be subject to sounding out contacts and best responses.

Performance / Deliverables

These may be: the number of presenting companies, and the number of attendees.

~~Key performance indicators~~ (we do not use these meaningless measures that can be manipulated).

We will focus on Objectives. Objectives determine the direction of travel of our action. Success in attaining the Objective may be when we slow the trend of losing industry members, and maybe even show some increases.

Note that the 'the IEEE Segmentation survey 2020' showed that # Membership employment type continues to shift from industry to academia, # Professionals from private industry have the lowest value perception of IEEE.

Budget

The budget submission is a separate submission sent to R8 OpCom.

IEEE Region 8 - Focus on Industry

© NS

Our objective is to make IEEE events relevant and attractive to industry and thereby regain an IEEE position that will be of value to industry.

© NS

1

The focus of industry (companies) is to create products they can sell, and to succeed in business. Therefore, to attract industry, events run by IEEE must provide opportunities for companies to do business.

So, we propose to develop a purposeful Events Platform in the form of an events 'Village'. The Village must include 'showcasing', 'access' to make contact with attendees, and opportunities to 'breakout' with interested potential customers. The intention is that the platform will work for Virtual, Hybrid and Actual events.

3
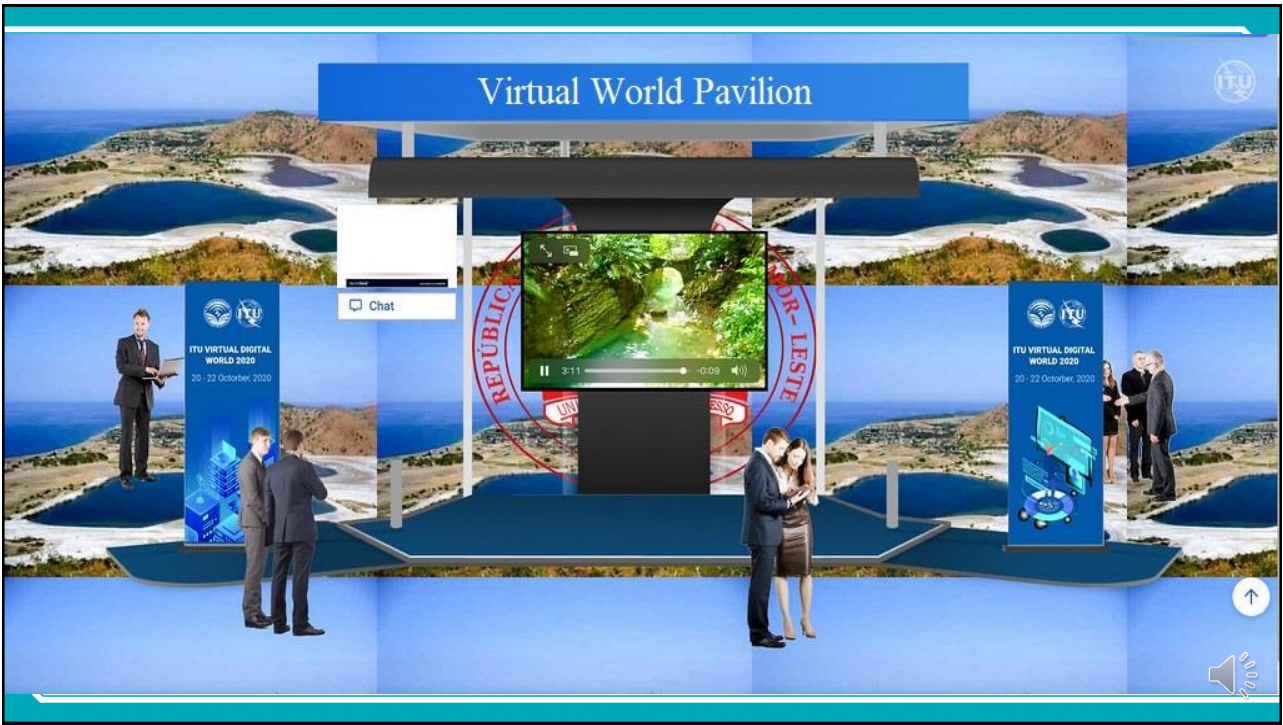
The events will not be exclusively for industry but must favour industry. Some companies seek access to university researchers to provide depth to their innovations or support blue-sky. So, we will include opportunities for research academics to present innovations.

Where industry engineers submit papers for events, it is important that we:
recognise and admit papers and presentations that include technical product content
acknowledge that the intellectual property belongs to the company and will remain with them outright
They will not relinquish copyright, but will assign to us a licence to publish.

The Village will include the following key features: the 'Topic' stage; a 'Showcase' facility (company products or services); a 'Breakout' facility. In addition, the 'Village' may include a 'Networking' facility and other business or social features that may improve the attractiveness of the 'Village' to companies.

On behalf of the IEEE Region 8 Team, we welcome you to our Virtual Village, where companies can present technical papers, engage with the technical community, showcase and promote your products and services, and meet with potential customers in our breakout rooms.

HOME
FULL PROGRAM
LIVE SYMPOSIA & EVENTS
ON-DEMAND PRESENTATIONS
SEARCH PROGRAM
AUTHOR INDEX
SOCIAL MEDIA WALL
IEEE BOOTH
ATTENDEE DIRECTORY
OFFICE HOURS
MY BOOKMARKS
ATTENDANCE CERTIFICATE
LOG OUT

REGION 8 VIRTUAL CONFERENCE
JOIN US LIVE

Example of a Virtual Village

LIVE SESSIONS
REGISTRATION
ALL SESSIONS   MEDIA ROOM
ON-DEMAND
IEEE
WELCOME

Virtual Networking

B Offstage   X Record   Y Emote

The 'Industry Events Village' for R8 will be an exclusive application licensed to us.

© NS

In order to reach participants for each event, we intend that recruitment and publicity must reach beyond IEEE mailings. This means accessing and paying for commercial databases (this is an imperfect approach and fraught with negatives). In addition, mailings must not be done by our volunteers who would trigger bans as spammers, but be mailed out through the commercial mailing houses. The replies to such email shots must be received by the volunteer team running the event.

An alternative approach, in order to reach beyond IEEE, is to partner with societies that are oriented to industry – where we will be the supplicant and must be humble and respect that they are in the leading position.

Events
Because engineers in industry are expected to be industrious – at work - we propose that the events must be scheduled and of duration that encourages their managers to permit them to attend. Absence from work is a cost to the companies. So, the events must be short.

We prefer to work towards Objectives. Success in attaining the Objective may be when we stem the trend of losing industry members, and maybe even show some increases.

Note that the 'the IEEE Segmentation survey 2020' showed:
Membership employment type continues to shift from industry to academia,
Professionals from private industry have the lowest perception of value of IEEE.

Possible industry-oriented topics:

- Vehicle Technologies (driverless cars, eco-friendly trains and buses, battery technologies, …..)
- Green Technologies (PVs, LEDs, Turbines, Fuel Cells, Nuclear, …..)
- Wearables technologies (Ambient intelligence, Firefighting garb, Vulnerable people, …..)