Adeel Sultan

Chair – R8 Publications-n-Communications (P&C)

R8 Spring Meeting
Mar2023
Bucharest, Romania

Committee Mission…

To be - Region-8's centralized interface to the world for all related information & communication

Objective...

Key Objectives:

- *Since, our main interface are the various **communication platforms** (both online & Offline)*
  - *These should represent our Region accurately and in a synchronized manner.*
  - *These should provide up to date information to the masses.*
  - *These should encourage member engagement and facilitate appreciation.*

R8 P&C Team 2023

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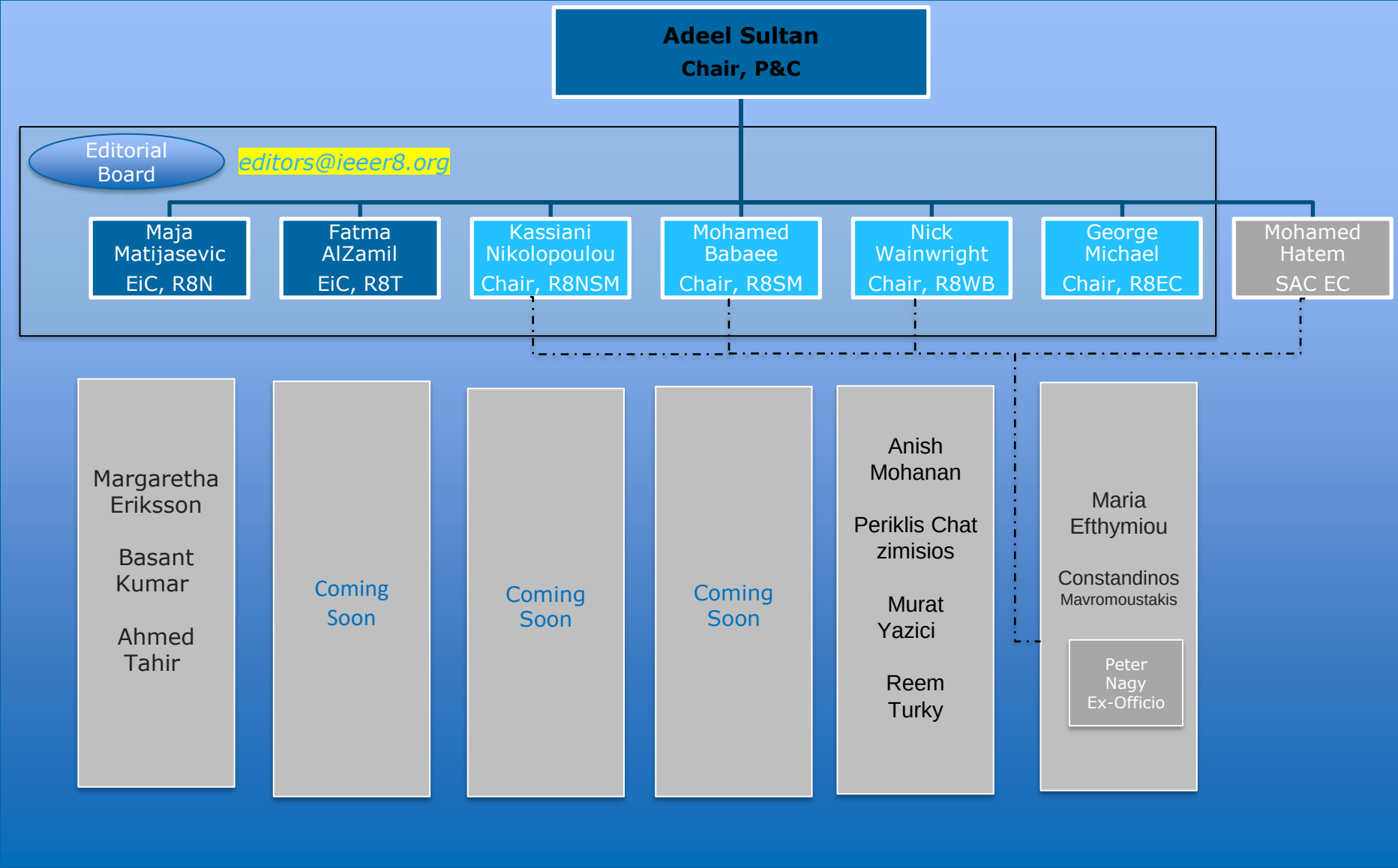

P&C –Channels - Flagship

- **R8N (Region8 News – Hard)**
  - This publication is to showcase events, achievements & news items from across region.
  - Quarterly Publication produced with specific deadlines throughout the year - an ideal medium for reporting on past events, meetings or stories – with the ability to promote future events.
  - Q1 edition recently released

Published issues & planned issues

	March	June	September	December
2022 (4 issues published; 16 pp. each)				
2023 (4 issues planned; 1 issue published)		(June 2023)	(Sept. 2023)	(Dec. 2023)

P&C – Channels - Online

- **R8EC (Electronic Communications)**
  - EC Infrastructure Management
  - Monitoring of R8 comms
  - Facilitation of R8 Meetings
  - Primarily for R8 related information

- **R8SM (Social Media)**
  - Real-time stories & events announcements & discussions.
  - Multiple platforms (FB/LI/TW)
  - Fast quick information – but need to be controlled

- **R8T (Region8 Today- Online)**
  - Current and real-time stories & events
  - Web based so quicker turn-around time
  - Medium to promote current activities and for publicity of upcoming events

P&C – Channels - New

- **R8WB (Region8 Website)**
  - Main web portal for the region
  - R8 relevant announcements and links
  - Revamp required for better usability

- **R8NSM (New Social Media)**
  - Other upcoming Social Media channels (IG, TT…)
  - Real-time stories & events announcements & discussions.
  - Fast quick information – but need to be controlled

Strategy moving forward..

- Coordination & Collaboration to ensure coherent messaging
- Minimization of unnecessary duplications & contradictions in information
- Generation of newer ways to keep our members informed/engaged
- Create more ways to source information:
  - Combination of Push & Pull methodology
    - editors@ieeer8.org & Google Form
- Create Liaisons in every section for content contribution.
- Encourage teamwork/cooperation & sense of converged success/goal

Thank You!

Questions ?