

# IEEE Region 8

A blue silhouette map of Region 8, which includes Europe, North Africa, and the Middle East.

## Publications & Communications Committee

*Adeel Sultan*  
*Chair*



**R8 Spring Meeting**  
**Mar2024**  
**Vienna, Austria**

# Publications and Communications Committee

## *Committee Mission*

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

# Publications and Communications Committee

## *Our Objectives*

Since, our main interface are the various communication platforms (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.

# Publications and Communications Committee

*Committee members and Communication channels*

**Adeel Sultan (United Arab Emirates)**  
**Chair**

▶ **Region 8 News**

- Maja Matijasevic (Croatia)

▶ **Region 8 Today**

- Fatma Zamil (Jordan)

▶ **Electronic Communications**

- George Michael (Cyprus)

▶ **New Web**

- Nick Wainwright (UK & Ireland)

▶ **Social Media**

- Mohammad Hossein Babaei (Portugal)

[editors@ieee8.org](mailto:editors@ieee8.org)

# Region 8 News

## *Objectives and Chair*

### Objective

Produce four (4) issues per year of *Region 8 News* with specific deadlines, aiming to keep IEEE members updated on various programs, initiatives, events, and activities relevant within the Region.

### Chair



*Editor-in-Chief (EIC)*  
Maja Matijasevic  
(Croatia Section)

# Region 8 News

## *Obtaining information and publishing frequency*

Two processes for obtaining information:

- ▶ Pull process: Sourcing content from R8 organizational units (sections, chapters, committees and subcommittees, student branches, etc.); and IEEE officers/MGA, as needed.
- ▶ Push process: Info/content submitted by R8 members to PnC Editorial Team by e-mail ([editors@ieeer8.org](mailto:editors@ieeer8.org)) or using an online *IEEE R8 PnC Submission Form*.

Publishing frequency:

- ▶ published quarterly and distributed (electronic + print) along with the March, June, September, and December issues of IEEE Spectrum

# Region 8 News

## *Published issues & planned issues*

March

June

September

December

**2023**

(4 issues  
planned;  
3 issued  
published)



(16 pp.)



(16 pp.)



(20 pp.)

(Dec. 2023)

**2024**

(4 issues  
planned)

(Mar. 2024)

(June 2024)

(Sept. 2024)

(Dec. 2024)

# Region 8 News

## *Goals and activities moving forward*

### Goals:

- ▶ Prepare the June, September and December 2024 issues of R8 News for publication according to the IEEE Spectrum production schedule.
- ▶ Explore and implement new strategies to encourage participation in the Region 8 News.

### Activities/achievements so far:

- ▶ Region 8 News March 2024 issue in progress.
- ▶ Deadline for submitting the material for the June 2024 issue: **15 April 2024**



# Region 8 Today

## *Objectives and Chair*



### Objective

IEEE Region 8 Today is the News Portal of the IEEE Region 8, sharing with IEEE members the great work being done on our Region. In addition to that, IEEE Region 8 Today aims to give the opportunity to people who are not familiar with IEEE, to have the chance to meet and understand what the IEEE is, by its members' actions.

### Chair



*Editor-in-Chief (EiC)*  
Fatma Alzamel  
(Jordan Section)

# Region 8 Today

## *Goals*

- ▶ Becoming the Region 8 Voice.
- ▶ To share the most-recent news happening in the Region 8.
- ▶ To keep our readers CONNECTED and UPDATED.
- ▶ Encourage volunteers' feedback.



# Region 8 Today

## *Activities/achievements so far*

Visits Statistics for the latest post

**Championing Green Innovation: IEEE's Webinar Series Sparks the Climate Tech Revolution** (279 Reads)

- ▶ **Celebration of IEEE MPEG Milestone** (301 Reads)



# R8 Electronic Communications

## *Objectives and Chair*

### **Objective**

The Region 8 Electronic Communication Coordinator's job is to facilitate communication, both between members of the Region 8 Committee and between this committee and present or future IEEE members.

### **Chair**



George Michael  
(Cyprus Section)

# R8 Electronic Communications

## *Achievements to date*

- ▶ Clicker Support Software upgrade
  - A software that allows us to use the same PC as the presenter to better manage the meetings
- ▶ On Screen Watch upgrade
  - Support technically and administratively the committee procedures and meetings



# R8 Electronic Communications

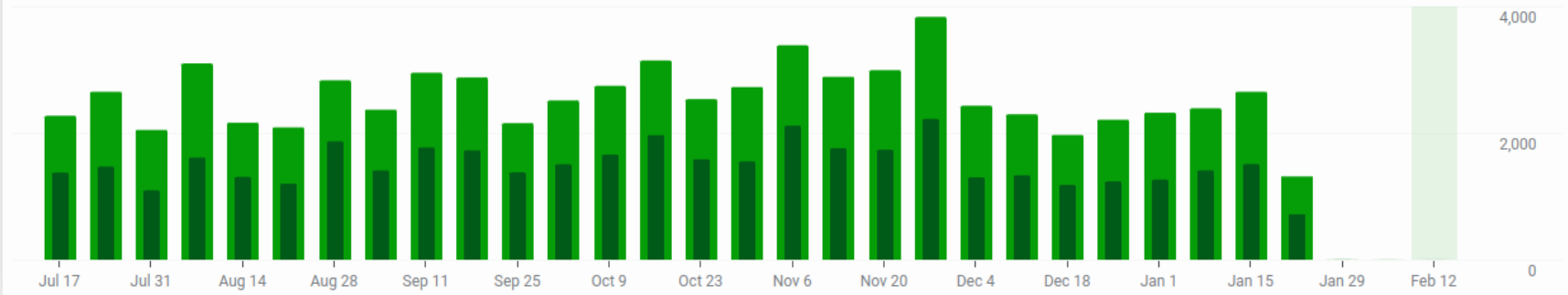
*Website statistics from JetPack*

Feb 12, 2024 - Feb 18, 2024

Last update: 12:04 PM (Updates every 30 minutes)

July 16, 2023 - February 15, 2024

Views ☒ Visitors ☐ Weeks



# R8 Web

## *Objectives and Chair*

### **Objective**

To propose the content structure of a new R8 website to serve all stakeholders.

### **Chair**



*Committee Chair*  
Nick Wainwright  
(UK & Ireland Section)

# R8 Web

## *Activities*

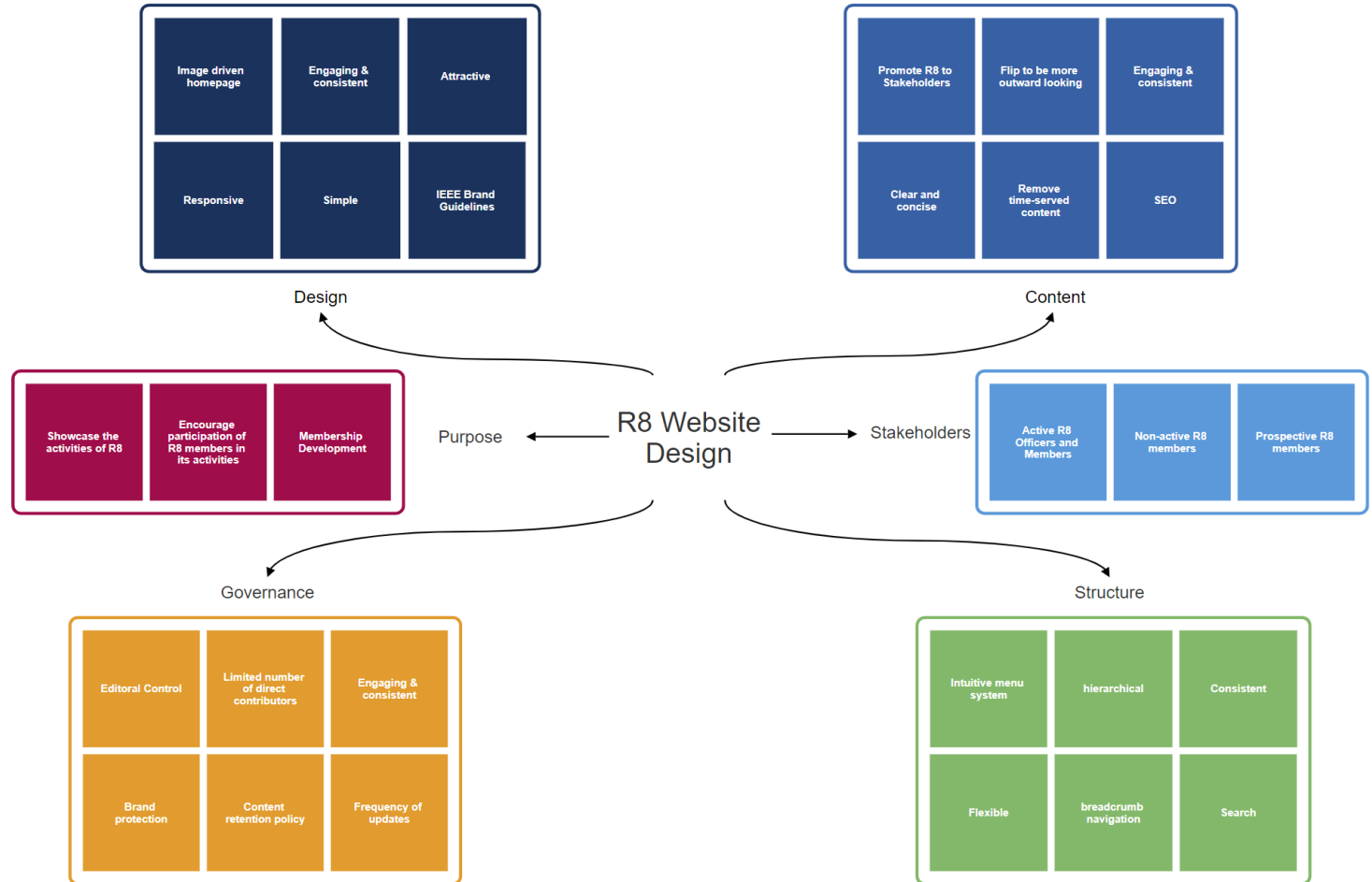
- ▶ Defined the purpose of the website
- ▶ Review of existing R8 website
  - Structure
  - Content
  - Style
  - Management of information
- ▶ Made recommendations
- ▶ Produced a new draft structure





# R8 Web

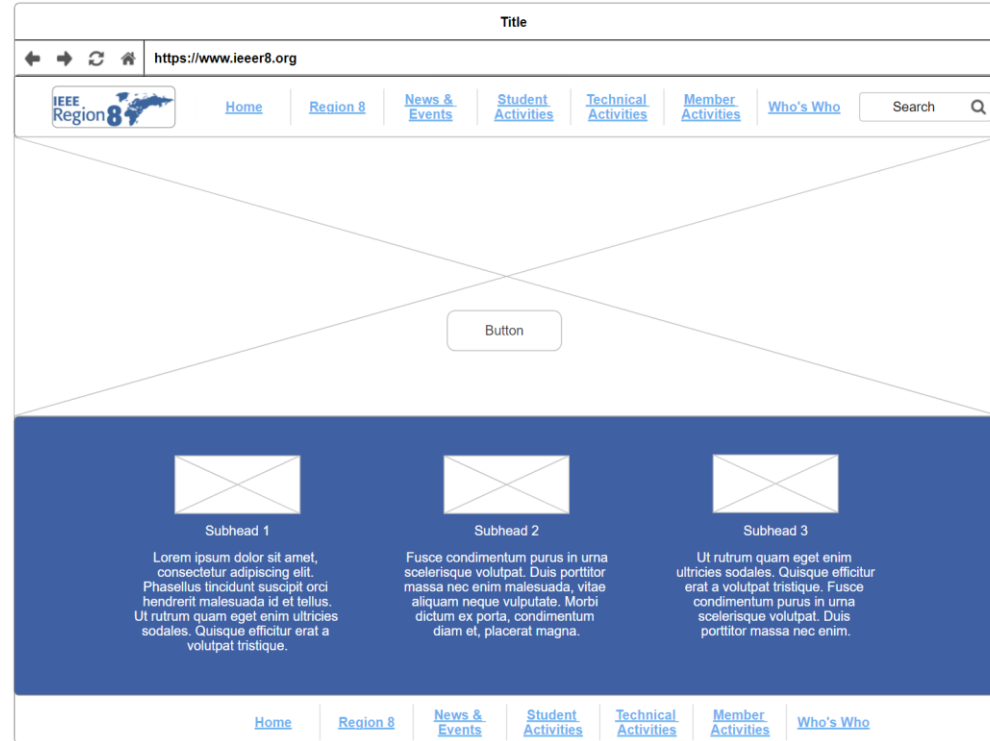
## Strategy



# R8 Web

## Next steps

- ▶ Set up a steering committee to oversee the development
- ▶ Agree the new structure and recommendations
- ▶ Define a wire diagram for the homepage and inner pages
- ▶ Set up a development website to demonstrate progress/features/ideas



# R8 Social Media

## *Objectives and Chair*

### **Objective**

The organization's online presence and engagement with its target audience by creating and sharing relevant and valuable content on social media platforms.

### **Chair**



Mohammad Hossein Babaee  
(Portugal Section)

# R8 Social Media

## *Obtaining information and publishing frequency*



minimum: once a week. Better: 3 times a week. Optimal: once a day.



minimum: once a week. Better: 5 times a week. Optimal: once a day.



minimum: once a week. Better: 3 times a week. Optimal: once a day.



minimum: once a week. Better: 3 times a week. Optimal: once a day.

# R8 Social Media

## *Goals for 2024*

- ▶ Aim to Gain More Volunteers
- ▶ Increase Brand Awareness and Drive Conversions in the Coming Year
- ▶ Encourage Volunteers Feedbacks
- ▶ Using more Infographics to show history of Each Events we Hold Repeatedly Each Year
- ▶ Invest more on Instagram and Trend Social Medias

# Contacts

<https://ieeer8.org/pnc/>

- [Region8 Social Media \(R8SM\)](#)



- [Region8 Website/Electronic Communications \(R8EC\)](#)

- [Region8 Today Online \(R8T\)](#)

- [Region8 News Publication \(R8N\)](#)

- [Region8 Latest News Online](#)



Adeel Sultan  
*Committee Chair*

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- ▶ placeholder for additional slides from Adeel