



Engaging industry in R8 conferences

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IEEE Industry Engagement Committee member

Agenda

INDUSTRY OPPORTUNITIES

CONFERENCE MODELS TO ENGAGE INDUSTRIES

- ❖ Papers + industry events (RTSI- Research and Technology for Society and Industry a R8 portfolio conference, other examples of conferences organized by Sections - COMCAS)
- ❖ Big Trade Show (non-IEEE) + IEEE EVENTS (SCFS 2024 – Smart Cities Futures Summit @ GITEX AFRICA)
- ❖ No papers, no trade show. Born from Industry needs (WTS – World Technology Summit)

MEASURE OF SUCCESS

IEEE's Industry Opportunity goes beyond research

- Typically, research represents less than 2% of industry investment
- We need to address the core underserved - The product development community
- They need to keep current for better career recognition and advancement

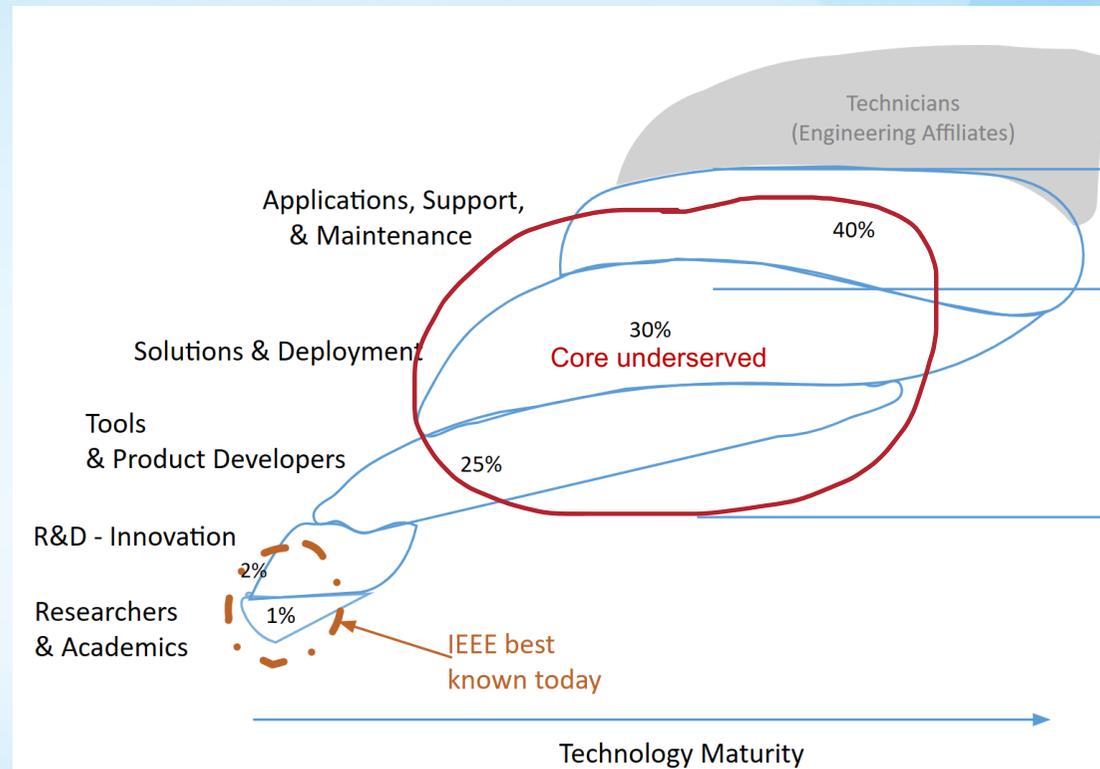


Chart compliments of Charlie Jackson

RTSI - History

RTSI (Research and Technology for Society and Industry) born in 2015 as **IEEE Italy Section flagship conference** with the following objectives:

- to promote and to strengthen **partnerships and cooperation** between **academia and industry**;
- to promote discussion between the **research community and government bodies**;
- to **disseminate** recent advancements, discoveries and novel applications;
- to discuss ideas and to **promote cooperation between researchers** working in **different research areas**.

Six editions held in Italy five in presence (2015-2016-2017-2018-2019) one virtual 2021

In **2021** R8 approved to make this conference a **R8 portfolio conference** because is **the first R8 Industry focused conference**

In 2022 held in Paris , in 2024 back to Italy, in 2025 in Tunisia, in 2026 in Finland
Every three years back to Italy.

Average number of attendees: 150-250

FORMAT

- RTSI is a **FORUM** not only a technical conference (with papers published on IEEExplore) but a place for **networking** and **exchange of experiences among different stakeholders** where all involved participants (**Research** (academia, research centers, researchers) and **Technology** (engineers and practitioners) for **Society** (government bodies, municipalities, large audience) and **Industry** (big, SME, micro, startups) can find something interesting for them and interact each other.
- **The main theme** of the forum is on **Interdisciplinary hot topics** (e.g. Industry 4.0; Smart Healthcare; Smart Energy; Smart mobility; Smart cities; Climate change; Artificial Intelligence) based on the **interest of the local community and local industries**

FINANCIAL and TECHNICAL CO-SPONSORS

RTSI is *Financially Co-Sponsored* by the **Region** ($\geq 30\%$) and the **local Section** ($\geq 50\%$) which is responsible of the local organization, 20% of the FCS can be taken from other IEEE R8 OUs (e.g. chapters, Sections,...)

The *Technical Co-Sponsors* are the IEEE Societies/Council involved in the technical program, the local chapters, other Sections or Councils (like AFRICA Council), other IEEE OUs (e.g. IEEE FDC, IEEE IEC, ...), non-profit Organization (Universities,...)

FINANCIAL PATRONS

RTSI looks for the financial support of Corporates and SME

Several model of financial sponsorship are used:

- Participation in the **Exhibition**
- **Keynotes**/plenary speakers
- **Panel** organization and/or contribution with speakers
- **Number of employees** participating as attendees to the program (tutorial, workshops, ...)
- Financial sponsoring of **Awards** for S&YP/WIE/Startups
- Submission and presentation of **technical papers**

SPECIAL EVENTS involving Students/YP/WIE

R8 main committees in cooperation with local Section and its WIE AG, YP AG and SBs, organize:

- **Poster, Demo or video pitch Competitions** (e.g. best research project , best entrepreneurship idea)
- **Hackathons** (on a problem that is strategic for industries supporting the forum)
- **Workshops on soft skills** (e.g. time management, teamwork, leadership, project management, ...)
- **Job fair**

Panels/Workshops

- **Entrepreneurship Workshop** (with university incubators, accelerators, venture capitals, International, European or National bodies, Examples of successful startups) *for young entrepreneurs* (with the support of IEEE Entrepreneurship)
- **WIE Panel/Workshop** with *female industry leaders* as speakers
- **Round tables/Panels** on long term strategies with *industry executives/government bodies representatives*
- **Workshops** to present the results of *European Projects*
- **Workshops on hot topics suggested** by IEEE Industry Ambassadors and/or **Industry** financial supporters

Tutorials/Others

- **Tutorial** program on the main topics for professional engineers in cooperation with the National ***Professional Associations of Engineers*** (with **credits**)
- **Speeches** organized in cooperation with IEEE R8 Committees or other IEEE OUs on **IEEE Standards, IEEE Milestones Program, IEEE Fellow Program**
- **Awards Ceremony**
- **Welcome reception/Social Dinner**

MODEL OF IEEE SCFS 2024 (<https://2024.scfs.ieee.org/>)

2024 IEEE Smart Cities Futures Summit (2024 IEEE SCF)

INAUGURAL EDITION 2023

 29-31 May 2024  Marrakech, Morocco

2024 ACTIVITIES



Keynote
Speeches and
Panel
Discussions



Round Table
Discussions



Job Fair



Exhibition



Startups &
Smart Cities
Challenges



In conjunction with GITEX Africa, the largest technical & startup show in Africa



MODEL OF IEEE SCFS 2024 (<https://2024.scfs.ieee.org/>)

2024 TOPICS

- Climate crisis, Sustainability
- Self-Sufficient Cities
- Future cities, Lives and Jobs
- Circular and Green Economy

2024 PROGRAM

- 7 Keynote speeches
- 7 panels
- 3 technical sessions + 1 Poster Session
- 1 competition for students/YPs and startups

Financial support from industries who contribute to the panels with a large participation of interested potential buyers (municipalities)

IEEE gains visibility in a different context where it is not well known

GITEX cooperates with the largest technical professional organization

MODEL OF IEEE WTS 2024 (<https://wts.ieee.org>)



IEEE World Technology Summit **AI INFRASTRUCTURE**

November 12-14, 2024 • San Jose Convention Center

- New-Type Event Pilot from IEC and with NIC funding
- Focus on Designers and Developers / Products
- Neither a trade show nor research conference (no papers)
- IEEE meets industry needs

Process Driven by Industry in Product Development

Industry Provides Topics

- Challenges
- Technology Interests
- Needs to get product
- What they want to hear

IEEE Organizes

- Speakers on Topics
- Panels
- Research Summaries
- Studies
- Sharable Elements

World Technology Summit

- Agenda approved by industry
- Agenda aligned to their topics
- Sessions
- Exhibitions
- Keynotes/Panels
- Networking

Industry Steering
Committee

IEEE Organization
Committee

Industry Approved
Program



WTS 2024 – Audience – four groups

- **Executives:**

- Exchange Challenges and hear research summaries in desired topic areas. They can be *plenary speakers* combining technical challenge with business implications

- **Engineers and Planners:**

- Update with *new technology training* and current methodologies that can be applied in their products and services

- **Others in Product Development and Support:**

- Maintain updates for enablement and marketing to keep up with customers

- **Research Community**

- Listen to the current challenges from Industry in their area of expertise
- Major opportunity to apply research to business challenges (they can present data describing the different challenges or an overall solution strategy)

WTS 2024 – Community Engagement

Industry

- Provides Topics and Contacts
- Patron Funding for Event Expenses
- Executive Speaker(s)
- Employees participate in research sessions and training
- Feedback on solution strategies for their products and services
- Smaller companies and startups can participate in the exhibition to show their services/products
- Suggest standards areas, and other IEEE opportunities

IEEE Community

- Speakers providing research summaries on desired topics, especially from Societies/ Councils
- Opportunity to apply research to new products
- Opportunity to research in areas companies need today
- Training on desired topics focused on working audience
- Involving Students and YP

MEASURE OF SUCCESS

1. Event parameter and trends

- Attendance
- Exhibits/Patrons
- Revenue

2. Attendees Demographic

- Industry/government affiliation
- Job function e.g. designer/developer, researcher

3. Industry program elements

- Match industry program elements to attendee needs
- Measure number of program elements in each event series
- Consider effectiveness of each type of program element in audience match

THANK YOU!