



IEEE CEE Structure and Services

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Overview

Topics

- ▶ Intro
- ▶ IEEE CEE Services
- ▶ Specific areas that may be relevant to IEC



Strategic Questions: How Can We Serve Corporate Audiences?

- ▶ What is IEC hoping to achieve?
- ▶ How will we know when we are successful?
- ▶ What role can events play?



Defining Event Related Outcomes



Sector

Define which sector(s) you are seeking to engage.



Companies

Within that sector(s), which companies will you target?



Participation Level

Do you want them to attend, partner/exhibit, or both?



Roles

Based on the participation goal, who within the company should you be targeting?

Do you want C-Suite, entry level, sales, management, etc.?

What do they want/need?
What can we offer them?



About Conferences, Events & Experiences @ IEEE



CEE Functional Org. Chart



External Event Landscape: Rebound from COVID Swing of the Pendulum -- Will it Stick?

Value Add Trends in Conferences and Events



**Remote workers
meeting adjacent
to events**



Social Tie-Ins



Job Fairs

In Response: Key CEE Services in Development



Audience Development
Mature and ready to
scale



Exhibit and Job Fairs
Knowledge Hub
Operational in Beta



Social Impact
Ramping Up



Audience Development, Exhibits and Impact



Audience Development: Distinct from Traditional PR and Marketing



AUDIENCE DEVELOPMENT

Designed to **increase event attendance** and **reach target audiences** through digital marketing, promotion, and social media, with the **goal of generating revenue** and **expanding the technology knowledge base** to a larger community



INDUSTRY ENGAGEMENT

To attract more industry, you need to understand your audience:

- How do you define “industry”?
- What types of roles/job titles are you seeking to attend?
- What are your events’ objectives of having them participate?
- How does participating benefit them?

Participation Options



EVENT ATTENDANCE

Encouraging **individuals** to register and attend your event.



PATRONAGE/EXHIBITS

Enabling **entities** to have a presence at your event. Moving “UP” from sale. B-2-B vertical engagement.

Event Attendance

Encouraging individuals to register and attend your event.



KEY CONSIDERATIONS



Event Program

What will appeal to them?



Networking

Who will they meet? Side Events/Power to Convene



Individual Outcome

What will they get out of attending?



Event Output

What will you achieve from their attendance? Is there any post-event follow up (road mapping, 365 community building, white papers)



Communication

How are the value propositions being conveyed to encourage attendance?



Exhibits+

KEY CONSIDERATIONS



Mission-Focused Partnerships

How can their presence help fulfill their corporate objectives?



Innovative Offerings

Thinking beyond t-shirts and lanyards. Thought leadership, interactive demos, job fairs



Networking

Who will they meet? Can the event facilitate meaningful connections between the company and target attendee types?



ROI

What do they consider success metrics? How is this being measured?
What resources are provided by the event to support this?



Communication

How are the value propositions being conveyed to encourage participation?

*Enabling entities to
have a presence at
your event.*



Target Events for Exhibits



Service Scaling: Example, Audience Development

Plans

Do-It-Yourself



- ✓ Complimentary toolkit available on CEE website

Assisted



- ✓ Complimentary toolkit plus facilitated brainstorm session

Full-Service



- ✓ All efforts managed by AD team including strategy, content, and implementation

Custom



- ✓ Select services based on the event's scope & needs

Online Targeted Advertising Results

MCE Audience Development strategized, managed, and launched Online Targeted Advertising to promote OCEANS 2023 Limerick through various campaigns. These ads promoting registration generated approximately **148,000 views**, and **1,295 clicks** to the website, resulting in **44 conversions** and **\$29,144 towards conference revenue**.

Campaign Type	Views	Clicks	Click Rate	Conversions	ROI
Oceanology International Americas – Geofence Campaign	11,499	40	0.35%	–	–
Early Registration – Affinity Campaign	21,341	171	0.80%	–	–
Early Registration – Search Keyword	4,489	107	2.38%	–	–
Early Registration – Retargeting	30,483	242	0.79%	35	\$25,234
Email Mapping Campaign	11,113	149	1.34%	–	–
Alaska Marine Symposium – Historical Geofence Campaign	1,874	53	2.83%	–	–
Oceanology International – Historical Geofence Campaign	9,616	69	0.72%	–	–
Abandoned Registration – Retargeting	3,040	106	3.49%	2	\$695
Select Cities – Retargeting	2,449	74	3.02%	3	\$1,110
Offshore Technology – Geofence	11,029	48	0.44%	–	–
Regular Registration – Retargeting	40,200	218	0.54%	4	\$2,105
Last Chance – Retargeting	820	18	2.19%	–	–
TOTALS:	147,954	1,295	0.88%	44	\$29,144

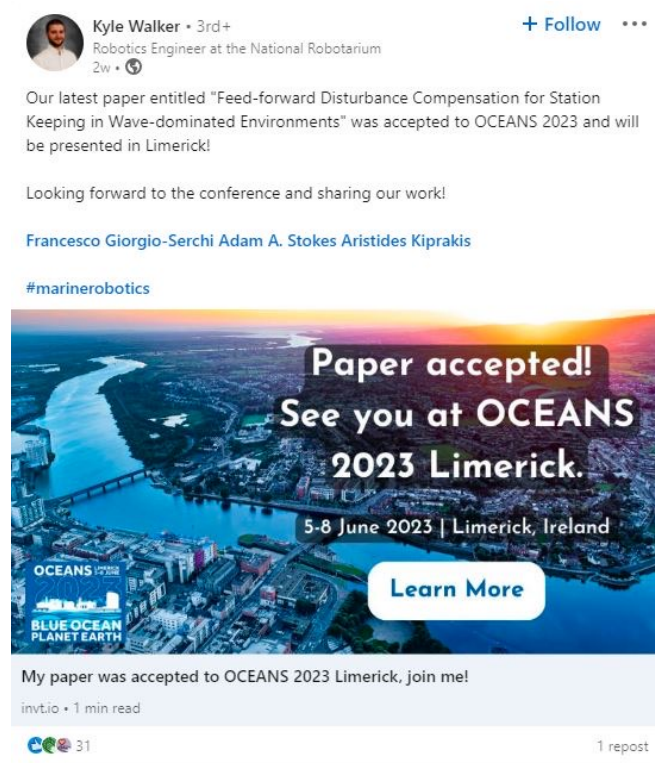
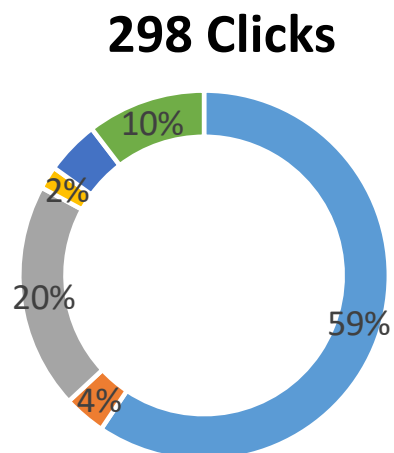
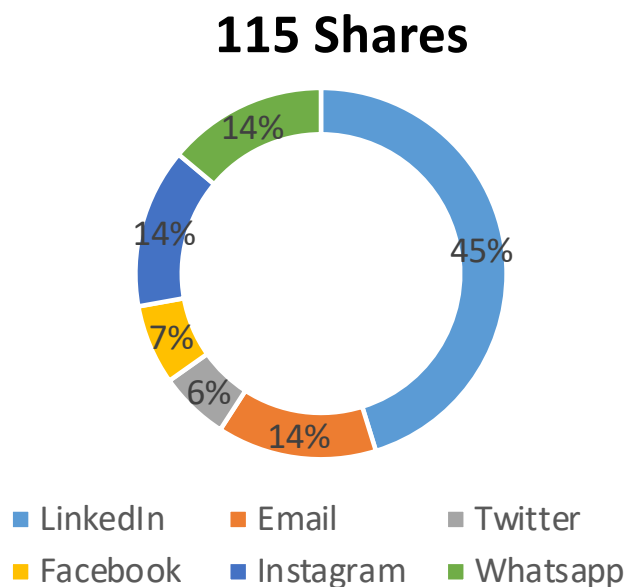


Source:
Online Targeted Advertising Dashboard (15 June 2023)
"Views" is defined as a single display of a particular ad (creative) on a webpage.



Gleanin Results

MCE Audience Development managed Gleanin, a community marketing tool for OCEANS Limerick 2023. These campaigns were distributed to authors and committee members to promote their presence at this event. Authors led the most activity by sharing the assets 90 times, resulting in 190 clicks.



Source:
Gleanin (15 June 2023)



Private/Curated Events

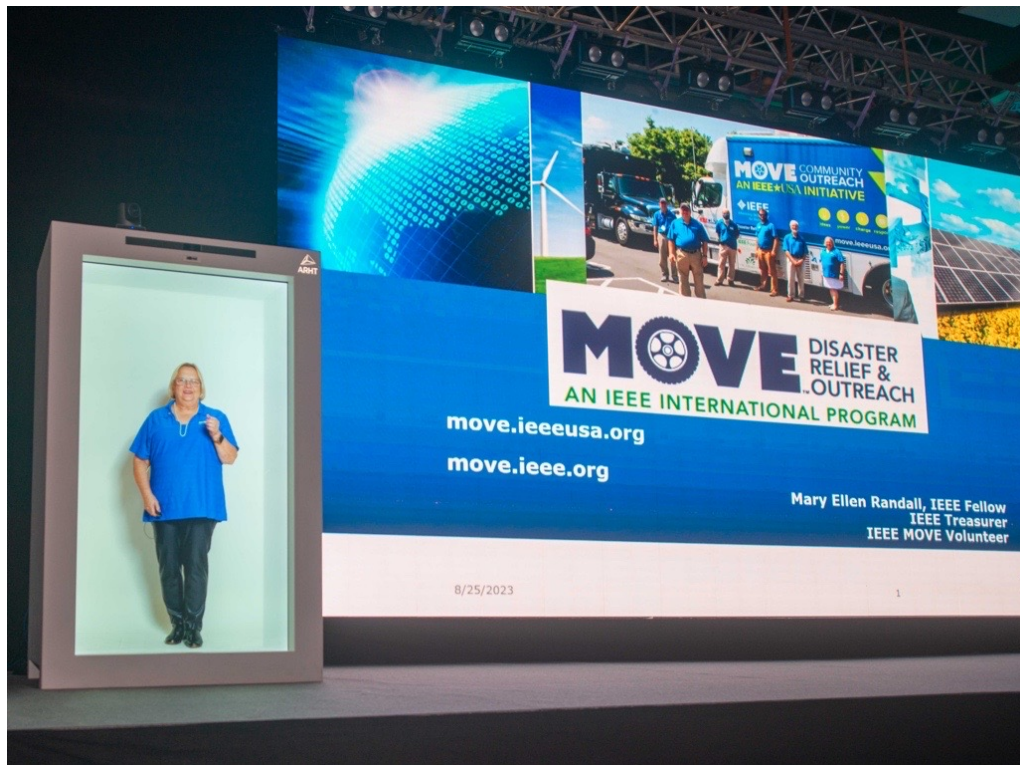
Key considerations



- ▶ Curated audiences
- ▶ Invitation only
- ▶ Customized programming
- ▶ Personalized services
- ▶ Examples
 - Luminary keynotes/livestream?
 - VIP gatherings/Pre-dinners
 - Milestone celebrations
 - Strategic matchmaking
 - Product launches
 - Premium experiences

Social Impact

IEEE Events Social Impact Initiative – Example @Convene - MOVE



IEEE Convene 2023 Social Impact Initiative

CAUSE

IEEE Mobile Outreach Volunteer Engagement (MOVE) Disaster Relief and Outreach program



PARTNERS



IEEE CEE & IEEE Foundation

DONATION PATHWAYS



via registration



sponsor add-on



unable to attend



at the event



11.76%
donation rate

OUTCOMES

\$10,309



raised



\$74.54
avg. donation

60%

donated via
registration portal



40%

donated onsite during
"MOVE moments"



Meeting at the Mission

2024 IEEE Jamaica Section Workshop - A One IEEE Event



HOSTED BY the IEEE Jamaica Section



DATES: 17-18 January 2024, Kingston, Jamaica



PARTICIPANTS: 200 participants in a whole system approach

- IEEE volunteers, members and staff
- stakeholders from academia, industry, entrepreneurs, and government;
- local high school students, college students, non-profits, and school administrators



THEMES

- Explored intersections between IEEE and technological innovation in Jamaica.
- Shared perspectives and cultivated opportunities for developing Jamaica's technical workforce.



SESSIONS

- Keynotes, panels, presentations exhibits



Available Resources



Additional Resources



Speaker & Committee networks



Destination & venue resources

IEEE Conferences, Events & Experiences (CEE)



Audience Development

- Free toolkit available on CEE Website
- Brainstorm your event with us
- Paid services including full service, community marketing, advertising, social media & more

Exhibit Strategy & Operations

- New resources being rolled out in 2024





Thank You!