

Industry Ambassadors Orientation Workshop

Action for Industry Sub-Committee
IEEE Region 8
6th March 2021

Welcome Remarks by John Matogo



Agenda

Activity	Time (min)	Speaker
Welcome Remarks	2	John Matogo
Opening Remarks by R8 Director	10	Antonio Luque
Group Photo - turn on video	1	John Matogo
Remarks by TA Vice Chair	5	Peter Nagy
Introduction of Afl Committee & Organisation	10	Frédérique Vallée
Overview of Mission & Objectives of Afl	5	John Matogo
Programs for 2021		
Mentorship	5	Toni Matilla
Internship	5	Danilo Pau
Entrepreneurship & Innovation	5	Marios Antoniou
Industry Ambassador coordination - (incl. website)	5	Frédérique Vallée
Goals & KPIs	5	John Matogo
Feedback Q&A Session	15	Kithinji Muriungi
Call to Action: 2021 Afl Action plan by every Section	3	John Matogo
Award Proposals	2	John Matogo
Invitation to the Region 8 Afl meeting	1	John Matogo
Closing Remarks	1	Toni Matilla
Total Time	80	



Remarks by Region 8 Director



Afl Industry Ambassadors 2021 Group Photo

Please switch on your video for this session.



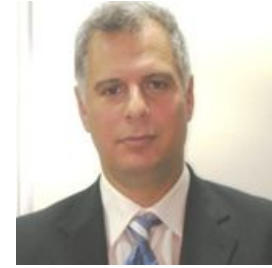
Remarks by Region 8 Technical Activities Vice Chair



Introduction to Afl Committee 2021 & Structure

- [John Matogo](#) - Chair
- [Marios Antoniou](#) - Past Chair

- [Maria Efthimiou](#) C. Member
- [Mohamed El Dallal](#) C. Member
- [Kithinji Muriungi](#) C- Member
- [Danilo Pau](#) C. Member
- [Toni Mattila](#) - C. Member
- [Frédérique Vallee](#) - Member



AFI committee organisation

Pillar activities

Mentorship & Internship (*Danilo*, Toni)

Coordinate the mentorship & internship program - manage the lists, sent material for website update, communication

Entrepreneurship activities (*Mohamed*, Marios, Kithinji)

Coordinate entrepreneurship activities, innovation challenge, meetings with innovation hubs, startup activities

Communication & Website (*Maria*, John)

Source for material for the website, timely update of website, communication with IAs, communication to social media

Industry events & initiatives (*Kithinji*, Marios)

Look out for interesting activities/events for Afl involvement, represent Afl committee at the event

IA Coordination (*Frédérique*, John)

Liaison with IAs



Mission and Objectives of Afl

- To move IEEE closer to industry by creating platforms for delivering credible and sustainable value to industry. Thereby we in Region 8 aim to restore the roots of IEEE which started with industry
- Challenging exercise but we have made progress:
 - Engaged seniors as mentors
 - Internship programs
 - Re-engaging IAs/IROs
 - Several companies have recognised the value and are working with us/
MoUs
 - Collaboration with Student branches & YP



Action for Industry Progress

Participating Companies



Programs for Afl 2021

Mentorship - “Region 8 Mentoring Service”

- ▶ Mentoring is support and guidance by experienced professionals in a particular field to develop the professionalism of those less experienced
- ▶ Mentor Matching
 - IEEE Industry Senior and Fellow Mentors are asked to join Afl team as Mentors
 - Mentees can look for a mentor with a suitable professional/experience match
 - The arrangement is agreed mutually between the Mentor and Mentee
- ▶ Benefits of Mentoring
 - Mentoring can benefit both parties!



Programs for Afl 2021

Internship (Danilo Pau)

- ▶ Bridge student chapters with IAs
- ▶ IAs and student chapters to agree about annual target budget of internships
- ▶ Create an IEEE R8 video repository of internships outcomes performed with industries
- ▶ IEEE R8 to issue a recognition certificate to a student for every video uploaded
- ▶ IEEE R8 to issue a miniature plaque (e.g. glass) to industries based on annual contribution to the initiative



Programs for Afl 2021

Entrepreneurship & Innovation

- ▶ Promote engagement with entrepreneurs, start up businesses
- ▶ linkages with incubation hubs and innovation centres
- ▶ planned Innovation Challenge by Afl for later in 2021

Programs for Afl 2021

Industry Ambassador Coordination

- ▶ Improve website
- ▶ Develop materials
- ▶ Answer general questions

Goals and KPIs for Afl

Goals

1. Afl Website revamp
2. Greater involvement of the Industry Ambassadors (IAs).
3. Deepen engagement with existing companies/Expand to new companies
4. Streamline Mentorship/Internship program with involvement of SBs
5. Collaborate more with other groups (Conference Coordination, MD, YPs, SBs, WIE, HuAc) involving industry in program definition and activities
6. Organize and participate in events in industry & entrepreneurship events. Involve industry in IEEE & entrepreneurship events (talks, tutorials etc)

KPIs

1. Meetings with IAs: at least 1 per quarter
2. New MoUs with companies: 2 per section per year
3. Website Update: Mentorship/ Internship monthly update with opportunities/testimonies...
4. Meetings with representatives from other groups/participation in their meetings: 1 per quarter
5. Number of industry & entrepreneurship events joined/participated: 2 per year



Feedback/ Q & A session

Go to

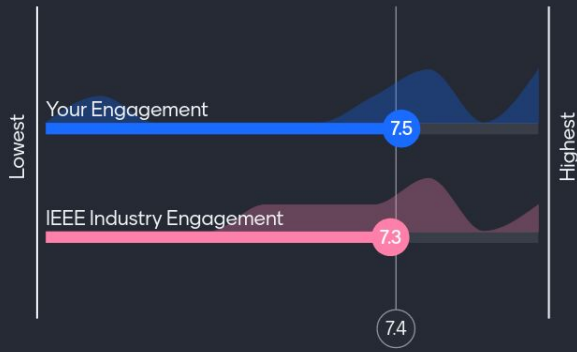
www.menti.com

Use the Code

3473 5227



How would you rate your general engagement with the Industry as the IEEE Industry Ambassador?



Feedback Response

What have you done as an Industry Ambassador that worked well for you and others can learn from you?



Call to Action

- ▶ Prepare action plan for your section for 2021
- ▶ Goals and KPIs for Afl can be a guide
- ▶ 2 Charts (max): 1 current status, 1 plan for 2021 due by **15th March**

Awards (proposed awaiting Opcom Approval)

Afl Innovation challenge - 1st prize	Best Innovation as per decision of the jury	Certificate to team members \$ 1,500 to team	Submission deadline Sept 30th
Afl Innovation challenge - 2nd prize	Runners up Innovation as per decision of the jury	Certificate to team members \$ 1,000 to team	Submission deadline Sept 30th
Afl Innovation challenge - 3rd prize	Third place Innovation as per decision of the jury	Certificate to team members \$ 500 to team	Submission deadline Sept 30th
Afl IA Award	Award for the Industry Ambassador that demonstrated greatest interest and initiative to drive the Afl objectives	Certificate & Plaque	Submission deadline Feb 1st
Afl Section Award for Industry engagement	Award to the Section that demonstrated greatest industry engagement for the year.	Certificate	Submission deadline Feb 1st
IA Service Award	Award for serving Afl initiative	Certificate & Plaque	Nominations by IEEE R8 sections Feb 1st deadline



Region 8 Meeting

- ▶ Region 8 Afl meeting 19th March 1700-1800 CET
- ▶ Details will be shared in due course.
- ▶ Invite your IEEE members from industry and your section leadership/steering committee members to participate

Closing Remarks

Contact information

Afl committee: afi@ieeer8.org

Afl Chair: action.for.industry.officer@ieeer8.org

Members

[Marios Antoniou](#) - Past Chair

[Maria Efthimiou](#) - Communications

[Mohamed El Dallal](#) - Entrepreneurship & Innovation Coordinator

[Kithinji Muriungi](#) - Industry Events & Initiatives Coordinator (muriungi254@ieee.org)

[Danilo Pau](#) - Internship Coordinator (danilo.pau@st.com)

[Toni Mattila](#) - Mentoring Coordinator (Toni.Mattila@hut.fi)

[Frédérique Vallée](#), IA Coordinator (frederique.vallee@sarl-fandco.fr)

John Matogo, Chair (john.b.matogo@ieee.org)



End

Thank you

