<table>
<thead>
<tr>
<th>What</th>
<th>When/Where</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress dates</td>
<td><strong>22-24 August 2014</strong></td>
</tr>
<tr>
<td>Venue/Venue</td>
<td>Amsterdam RAI-Exhibition and Convention Centre Amsterdam, Netherlands</td>
</tr>
<tr>
<td>Registration Rate</td>
<td><strong>$550, exclusive of 21% VAT to be calculated at completion of registration</strong>&lt;br&gt;Registration fee and 3 nights hotel stay for PSDs are covered by MGA&lt;br&gt;<strong>PSD Code to be distributed by 26 Feb</strong></td>
</tr>
<tr>
<td>Partner/Children fee</td>
<td>• <strong>$160, exclusive of 21% VAT to be calculated at completion of registration</strong>&lt;br&gt;Fee will cover dinners on Friday (Opening Ceremony) and Saturday (Honors Ceremony)&lt;br&gt;Children 6 years old and younger are free</td>
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<tr>
<td>Registration Opens</td>
<td>• <strong>Friday, 28 February</strong>&lt;br&gt;URL will be distributed to all stakeholders no later than 12:00 PM EST on 28 Feb&lt;br&gt;Stakeholders include Region, Section, Society leadership; IEEE BoD and MGA Board members; IEEE staff</td>
</tr>
</tbody>
</table>
Air travel/discount codes

- United - Offer Code: ZQUE277033
  5%-10% off published fares
  Reserve through www.united.com or by calling United Meetings at 800-426-1122

Delta Airlines - Reserve through www.delta.com or by calling Delta Meeting at 800-328-1111. There is a technical glitch with the offer code Delta initially provided. Delta will waive US$25.00 phone booking charge for the entire duration of the contract for SC2014 travel.

5%-10% off published fares

**NOTE:** Delta has numerous code-share partners; please call Delta to determine if your preferred airline is one of them

Other Meetings/Events

- Region meetings
  **Planning in progress**
  **For Region meeting expenses (Food & beverage/AV), contact IEEE MCE Team at sc14reg@ieee.org; Requests to reserve space for Region Meetings will be managed through SC Registration site**

- Honors Ceremony
  -6:00 PM, Saturday, 23 August @ RAI

- IEEE BoD
  -Monday, Tuesday, 25 & 26 August
Attendees are responsible for making reservations through the RAI Housing Bureau

A specific sleeping room reservation URL for SC2014 will be provided with registration

Cut-off date for obtaining the Sections Congress hotel rate is June 13, 2014.

Individuals must use a credit card to reserve a room
- Room block: Tuesday, 19 August to Tuesday, 26 August

Hotel charges will be applied to your credit card at check-out; reimbursement via expense report submitted to your Region or Section

Seven hotels contracted
- Varying rates - €119 to €195
- Four within 10-15 minute walk to RAI
- Shuttle bus will be provided for the hotels furthest from RAI during peak congress hours
Reimbursement for sleeping rooms and other incidentals to be submitted to Region or Section via expense report, as advised by your Region leadership

Primary Section Delegates’ sleeping rooms will be covered by MGA no matter the hotel selected

List of Primary Section Delegates, as known, to be sent to sc-coordinators

Primary Section Delegate event codes to be supplied to Region Directors, Director-Elects, Treasurers and SC Coordinators by 27 February
<table>
<thead>
<tr>
<th>What/When</th>
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<tbody>
<tr>
<td><strong>City Sightseeing Tour of Amsterdam</strong>&lt;br&gt;Departs from RAI&lt;br&gt;Saturday 23 August 2014, 9:00 - 15:00 hrs</td>
<td><strong>€ 85 per person (including VAT)</strong>&lt;br&gt;$ 117 per person (including VAT)&lt;br&gt;A tour which will include a most extensive drive through the center and the modern suburbs and will give you a good idea of the most interesting sights and monuments Amsterdam has to offer. A stop will be made at a diamond factory (if requested) and we will visit the National museum of Amsterdam, “the Rijksmuseum”. This museum is world famous and here the largest collection of paintings by the Dutch old masters can be admired. Work from Frans Hals, Jan Steen and Rembrandt (the nightwatch painting) are assembled here. As an alternative we can visit the famous Van Gogh Museum.&lt;br&gt;&lt;br&gt;<strong>Including:</strong>&lt;br&gt;- Private coach 6 hours&lt;br&gt;- English speaking guide 09.00 – 15.00hrs&lt;br&gt;- Lunch in restaurant Haesje Claes, including 2 soft drinks and coffee/tea&lt;br&gt;- Entrance fee Rijksmuseum</td>
</tr>
<tr>
<td><strong>Royal Amsterdam Tour</strong>&lt;br&gt;Departs from RAI&lt;br&gt;Sunday 24 August 2014, 9:00 - 14:00 hrs</td>
<td><strong>€ 85.50 per person (including VAT)</strong>&lt;br&gt;$ 118 per person (including VAT)&lt;br&gt;The first stop is a visit to The Royal Palace Amsterdam. After the visit of the Royal Palace, we will have a look inside the Nieuwe Kerk, a characteristic church and very special for our royal family. See Amsterdam from the water during a canal cruise of 2 hours in a private boat. A three course lunch, including 2 soft drinks and coffee/tea is served during this cruise. Lunch Mediterraneo consists of as many as three courses, prepared by the head chef of our caterer Buon Vino. He is inspired by the regional Italian cuisine and only uses fresh ingredients and traditional products.&lt;br&gt;&lt;br&gt;<strong>Including:</strong>&lt;br&gt;- One way transfer with private coach from Amsterdam RAI to city centre&lt;br&gt;- English speaking guide 09.00 – 14.00hrs - Entrance fee Royal Palace&lt;br&gt;- Specialized guides at the Royal Palace&lt;br&gt;&lt;br&gt;The cruise will start in the city centre, and end at Amsterdam RAI.</td>
</tr>
</tbody>
</table>
Recommendations

- Each region finalizes and submits its prioritized recommendations
  - Objective of four recommendations
  - Encourage consideration of long term vision of IEEE and alignment with MGA five year strategies.
  - Recommendations in the MGA span of control will have greater probability of implementation. Those that are outside of the MGA domain will be evaluated by the impacted Organizational Unit.
  - MGA Operations Committee and SC14 Program Committee takes ownership of the recommendations to review and modify if necessary. Remove duplicates, ensure clarity.

- **7 July 2014** - All remaining recommendations distributed with back up information to SC14 attendees to begin assessment.

- Delegate voting can be completed anytime during the Congress up to Sunday noon using mobile app and web.

- Social media strategy to allow for discussion of recommendation items prior to, during and after Congress

- **24 August 2014** - Top 5 recommendations presented at Closing Ceremony
热议话题

1. 主题讨论
2. 专业分享
3. 系统介绍

特别活动

- 社交晚宴：
  - 开幕式 / 晚宴：18:00
  - 娱乐活动：21:00

周六，8月23日

- 早餐：07:00
- 主题会议（持续至11:50）
  - 总裁
  - 主题演讲
  - 副会长 MGA
  - Ignite SC2014

- 咖啡休息：09:45
- 午餐：11:50

- 分组会议1：13:30
- 咖啡休息 & 展示：14:45

- 分组会议2：16:00
- 礼仪仪式：18:00

周日，8月24日

- 展示厅开放：06:30 - 18:00
- 早餐：07:00
- 分组会议3：08:00
- 咖啡休息 & 展示：09:15

- 分组会议4：10:15
- 午餐和展示：11:30
  - ! VOTING ENDS !! 12:00 PM

- 分组会议5：13:30
- 咖啡休息 & 展示：14:45

- 闭幕式
  - 宣布投票结果
  - 主题演讲
  - 总裁 - 选举
  - 邀请参加SC2017
  - 结束语

SC2014闭幕：18:00
Program track titles/chairs:

- Be Globally Authentic and Locally Valuable
  - Track Chair: Elya Joffe, R8
- Enhancing Member Satisfaction
  - Track Chair: Tania Quiel, R9
- Improving the Volunteer Experience
  - Track Chair: Sanjib Panda, R10

In addition to the general and breakout sessions, the following will be incorporated into the Congress:

- Ignite sessions
- Learning labs
- Meet ups
- Birds of a Feather
New program formats introduced

– Fishbowl
  - A form of conversation or dialog within a large group. It allows the entire group to participate in the conversation. This format will be offered in selective breakout sessions.

– Ignite sessions
  - Presentations are meant to “ignite” the audience on a particular subject. Each speaker is allotted five minutes of presentation time, accompanied by 20 slides. Slides automatically advance every 15 seconds. These will be held in the Exhibition Hall following a published schedule.

– Learning Labs
  - Presentations that provide ability to get selective training on tools, programs and products. Time range is 10 to 25 minutes per lab. This will be offered in small group settings in the Exhibition Hall. There are two separate Learning Lab areas.

– Meet ups
  - Attendees can gather to discuss a mutual topic of interest in a designated area. This can be in the Exhibition Hall or in a separate designated Meet Up room that can be reserved for a particular topic.
Five minute presentation

- 20 slides
- Transition to each slide is automatic every 15 seconds
- Mostly pictures
- Succinct delivery of the message by the end of talk
- Goal is the “spark” or “ignite” interest in the topic
- Audience members have opportunity to meet up with the speaker at the conclusion of the talk
A fishbowl conversation is a form of dialogue that can be used discussing topics within large groups.

Fishbowls involve a small group of people seated in circle and having a conversation (fish).

They are surrounded by a larger group of observers, seated in an outer circle (bowl).

The facilitator or subject matter expert gives a short input of 5-10 minutes that sets out the general outline of the discussion and after that the inner circle starts to discuss.

The outer circle usually listens and observes.

Whenever someone wants to participate and move to the inner circle, a participant from the fishbowl must free a chair and move to the outer circle.
Fishbowl Dynamic Team Discussion

- **Group B Observers**
- **Group A The Fishbowl**
- **Individuals**
To include the “public” in a small group discussion.

To generate dynamic group involvement and have active participation from participants.

To discuss controversial topics (less productive for heavily didactical content).

To observe, analyze and learn from another group’s thinking process (outer circle).

As an alternative for a traditional debate.
- 7 chairs in a circle plus an empty seat (fish)
- All others gather around (bowl)
- Moderator sets the stage and throws out a topic (food)
- One person in the circle can speak at a time
- Anyone from the bowl can participate (speak) by sitting in the empty chair
- When a new fish joins and old fish must leave
### Sections Congress 2014 –
### Breakout Session Titles by Track

*Subject to Change*

<table>
<thead>
<tr>
<th>Enhancing Member Satisfaction</th>
<th>Be Globally Authentic and Locally Valuable</th>
<th>Improving the Volunteer Experience</th>
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<tbody>
<tr>
<td>Improve IEEE Engagement in Industry</td>
<td>SMART Cities - Engaging Technologies and Communities</td>
<td>Leadership Development for Volunteers</td>
</tr>
<tr>
<td>Engaging Students and Student Activities</td>
<td>Conducting Conferences – Here, There and Everywhere</td>
<td>How to Market your Events</td>
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<tr>
<td>Member Grade Elevation and Member Recognition</td>
<td>Ethics as a Global Concern</td>
<td>Volunteer Onboarding Training</td>
</tr>
<tr>
<td>Engaging with the Practitioner</td>
<td>Humanitarian Efforts</td>
<td>Best Practices for Small &amp; Mid-Size Sections</td>
</tr>
<tr>
<td>Embracing Young Professionals</td>
<td>Partnering with Other Professional Societies</td>
<td>Meeting member Technical Needs by Building Strong Chapters</td>
</tr>
<tr>
<td>Continuing Education – IEEE-wide Opportunities</td>
<td>Developing your Network Skills</td>
<td>Driving Section Vitality</td>
</tr>
<tr>
<td>Attracting and Retaining New Members</td>
<td>Getting Speakers for Your Section</td>
<td>Viable Financial Models for Organizational Units</td>
</tr>
<tr>
<td>Introduction to IEEE Online Collaboration Experience</td>
<td>Importance of Standards for Industry Practitioners</td>
<td>Recruiting and Volunteer Succession Planning</td>
</tr>
<tr>
<td>Building Technical Communities</td>
<td>Impact Pre-university Engineering Education Locally</td>
<td>Tips and Tricks for Getting Young Professionals to Volunteer</td>
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<tr>
<td>Improvements in Career Resources for Members</td>
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**03/01/2014**

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First Floor

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<table>
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<tr>
<th>Subject</th>
<th>Description</th>
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<tbody>
<tr>
<td>Web Pilot</td>
<td>vTools WebInaBox</td>
</tr>
<tr>
<td>Google Apps</td>
<td>Senior Member Application</td>
</tr>
<tr>
<td>Tech Nav</td>
<td>Explore How your Section Can Contribute to Establishing an Engineering Program Accrediting Body</td>
</tr>
<tr>
<td>IEEE Online Collaboration Experience (Demo)</td>
<td>Importance of Standards Education and Section Engagement Opportunities</td>
</tr>
<tr>
<td>vtools meetings Reg and CC Pay</td>
<td>On-line IEEE Educational Activities Board Resources and Portals</td>
</tr>
<tr>
<td>vtools MyReviewRoom</td>
<td>Use the IEEE Certificates Program for your next Section or Chapter Event</td>
</tr>
<tr>
<td>vtools Surveys</td>
<td>Nominate Someone from Your Section-IEEE Educational Activities Board Awards</td>
</tr>
<tr>
<td>CLE</td>
<td>A Section Leaders Guide to understanding IEEE-HKN, the IEEE's First Student Honor Society</td>
</tr>
<tr>
<td>Tips on Using Webex Effectively</td>
<td>Use IEEE eLearning Library Tutorials in Your Section or Chapter Meeting</td>
</tr>
<tr>
<td>SAMIEEE Overview</td>
<td>Why Standards Matter and How the Development Process Works</td>
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<tr>
<td>Financial Management</td>
<td>ICX</td>
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<tr>
<td>vTools eVoting</td>
<td>Special Interest Groups on Humanitarian Technology (SIGHT) How To's</td>
</tr>
<tr>
<td>Session Title</td>
<td>Organizer/Group</td>
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<tr>
<td>How Global Standards Change the World</td>
<td>Consultants Network</td>
</tr>
<tr>
<td>Working with IEEE Foundation/Life Member Tie-In</td>
<td>Young Professionals (GOLD)</td>
</tr>
<tr>
<td>How to Set up IEEE Milestones</td>
<td>Use of Chapters to Build Technical Communities [5 sessions]</td>
</tr>
<tr>
<td>Tools for Authors</td>
<td>Conducting Successful Technical Conferences [5 sessions]</td>
</tr>
<tr>
<td>Utilizing The Institute</td>
<td>Enhancing Technical Know How Through Distinguished Lecturers [5 sessions]</td>
</tr>
<tr>
<td>IEEE Digital Library</td>
<td>Standards</td>
</tr>
<tr>
<td>Women in Engineering</td>
<td>IEEE Center for Leadership Excellence (CLE)</td>
</tr>
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</table>
The opportunity for IEEE volunteers from around the world to participate in a truly unique event. The congress provides the attendees to increase their leadership skills and to gain a working knowledge of IEEE.

It is also a venue to express concerns and opinions through the recommendations process. The recommendations, that the Section Delegates vote on, are then used by the IEEE Board of Directors to guide IEEE into the future.
Increase member engagement and Section vitality

Provide training to
- Develop leadership skills
- Enable and nurture volunteering efforts
- Share best practices
- Learn about available programs

Provide for networking opportunities at grass-roots level
• The Primary Section Delegates voted on the IEEE Sections Congress 2011 Recommendations during the Closing Ceremony on Monday, 22 August.

• The following slides include the top 5 recommendations and the current status as of June 2013.

• The next update to the 2011 recommendations will be provided in February 2014.
IEEE to develop a long-term strategy to increase the number of next generation youth pursuing science and engineering careers.

• Business plan for initiatives in development

• Long-term strategy is expected to be developed by year end 2013. Will be reported to IEEE Board of Directors, Educational Activities Board, and Member and Geographic Activities Board
As members maintain their IEEE membership over the years, IEEE must reward them for their loyalty. Rewards ought to be tangible and useful and can be done simply and inexpensively. Create Global Fidelity Programs including: (a) Continue membership Recognition 5-10-15-20 years of membership; (b) Bonus for specific Benefits (e.g., reduced fee, IEEE merchandise, etc).

- Motion passed at February 2013 MGA Board meeting to test a pilot of a loyalty program for 2015 Membership Year to renewing members in years 2, 5, 10, and 20.
  - Final decision to be made at the June or November MGAB meeting after full understanding of budget considerations
- MGA MELCC will provide MGA Board, at its Nov 2013 meeting:
  - Refined financial projections in order to give final go ahead for the pilot for 2015 Membership Year (August 2014)
    - Costs of reward fulfillment
    - Costs of implementation
IEEE membership (including e-Membership) should include a Society membership as part of the basic membership fee.

• At the end of 2011 due to financial risks being unknown, a direct plan to include a bundled society with IEEE membership for the 2013 membership year was not moved forward.

• A joint MGA/TA ad hoc was formed to determine how to move this effort forward.

• The committee decided to run a test of bundled membership for a random sample of members for the 2013 and 2014 membership years. The test is underway.
  – The expected completion of the test is Q1 of 2014. (Note: In order to test both the take rates of a bundled society, as well as the retention rates of those members who take the society, the test will extend over the 2013 and 2014 membership years.)
  – If the test proves that bundled membership will increase retention, and the financial risk is acceptable, the likely timeframe for a go-forward decision would be June or November 2014.
Increased support to students in technical activities with grants to attend conferences and organization of technical competitions.

- A discovery process uncovered a wide array of existing grants for this throughout IEEE.
  - However, finding these programs was extremely difficult as they were in many different locations throughout IEEE. This is not a good experience for our members.

- A centralized location (likely a website) will be developed that will allow students to quickly link to all of the existing opportunities for grants to attend conferences and organize competitions.

- An inventory, links and the Students portal page are being created and designed for November ‘13.
To encourage interest in pre-university students in engineering careers, IEEE to publish a subscription periodical (paper or electronic) targeted to high school students that highlights engineering activities of interest to those students. The periodical should also have articles promoting the benefits of an engineering career and what the students can do in college to get involved with IEEE.

• In response to this, the EA created *IEEE Spark* (http://spark.ieee.org/), a monthly online publication referred to in Recommendation #4.

• EA provided the operational support of this publication for the three issues that were published in 2012-January, April and July

• EA submitted subsequent proposals to the IEEE New Initiatives Committee to request additional funding to be included in its budget.

• All of these requests have been denied, thus EA is not able to continue to support this project.
The full list of SC2011 recommendations can be found at:


Information on past Sections Congresses can be found at:

www.ieee.org/sc

QUESTIONS?

Sections Congress Program questions:

sc-coordinator@ieee.org

Registration questions:

sc14reg@ieee.org

Region Meeting questions:

d.venedam@ieee.org