



IEEE

*Advancing Technology
for Humanity*

IEEE Technical Activities Strategy

2020-2025

IEEE Organizational Governance

IEEE Technical Activities

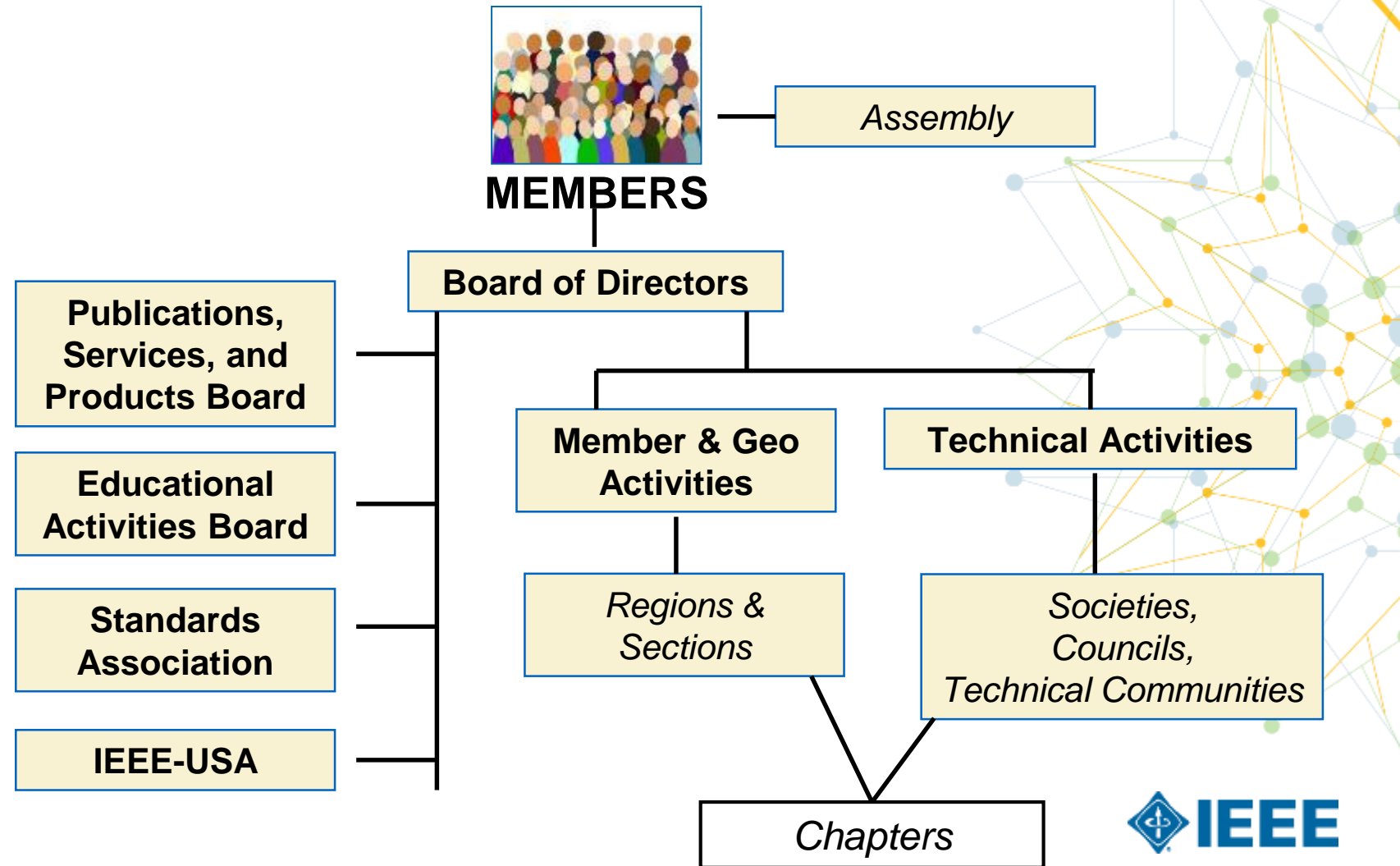
OUR VISION

Technical communities working together to be the preferred home for all professionals, worldwide.

OUR MISSION

Inspire and engage worldwide technical communities to:

- foster dynamic interdisciplinary collaboration
- motivate participation and leadership
- nurture and promote leading edge innovative ideas
- empower professionals with relevant knowledge and life-long development
- provide value



What is IEEE Technical Activities?

- 39 Societies
- 7 Technical Councils
- Many Technical Communities
- Technical Activities Board (TAB)
- TAB Committees (including IEEE Conferences and IEEE Future Directions)
- TA Staff
 - Society, Council Offices
 - TAB, TAB Committees, Communications, Webinars, and Volunteer Engagement
 - Future Directions
 - Meetings, Conferences, and Events
 - Operations
 - S/C Support: Periodicals, Membership Campaigns, Governance

IEEE Technical Activities Goals



IEEE TECHNICAL ACTIVITIES WILL:

- **Grow** and keep our current publications, conferences, standards, and technology communities at the forefront of quality and usefulness for engineers worldwide while expanding the value proposition for our product lines
- **Revise**, modify and create new relevant content in publications and conferences to satisfy all member needs, especially the industry and government engineering community
- **Create** a transparent financial and governance organization that allocates financial accounting (gross revenues, direct and fair allocated indirect expenses) to the IP generation unit and assigns direct/clear organization governance (authority, responsibility and accountability) to S/Cs



TA Strategic Framework

- Future Networks
- Blockchain
- Digital Reality
- Quantum
- Launch New Initiatives
- Support Graduated Initiatives
- Start up small initiatives

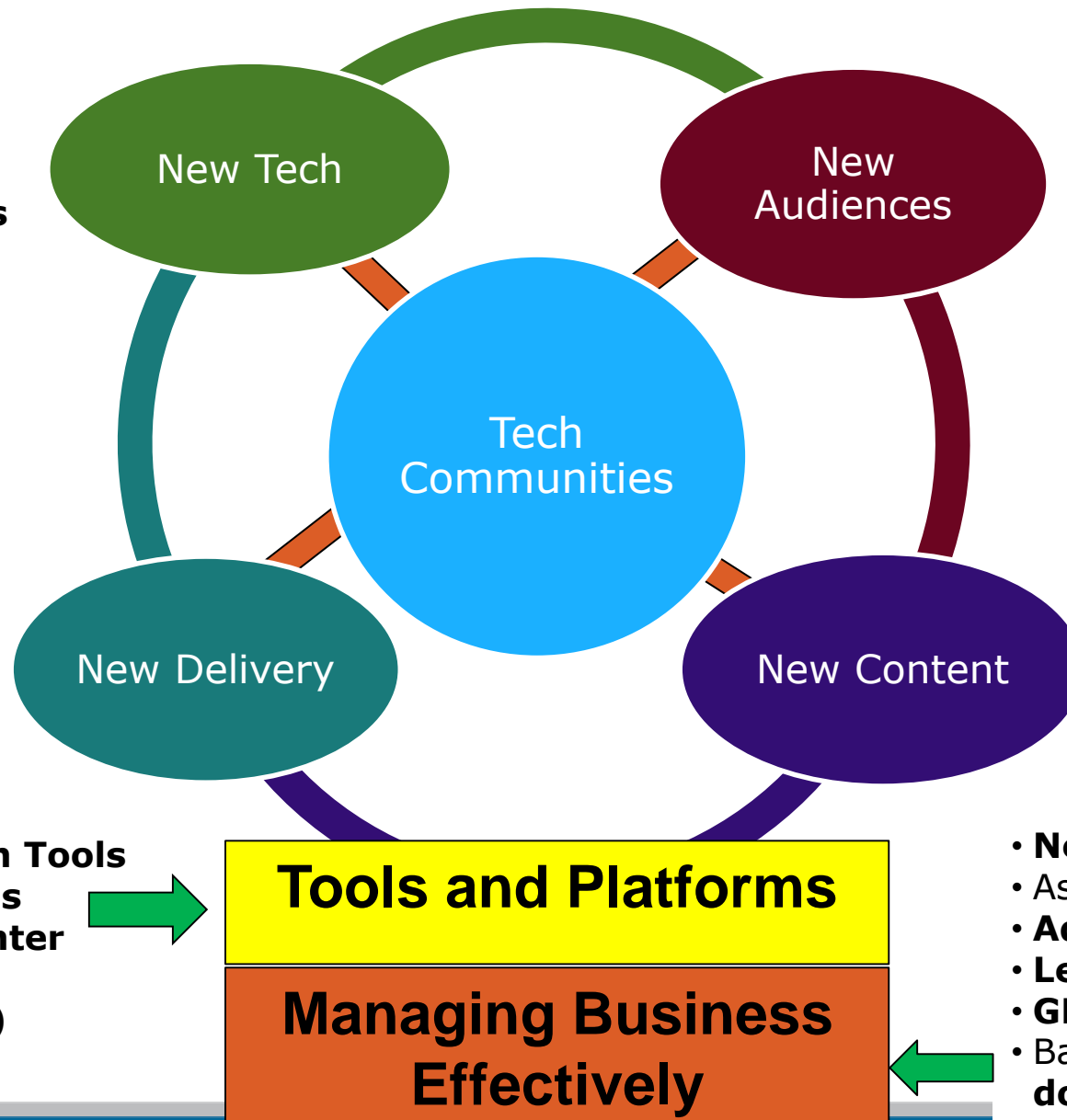
- Virtual Conference attendees
- Entrepreneurs
- Young Professionals
- Students – reengage post COVID
- Diversity & Inclusion/ Women in Engineering
- Industry

- Accelerating OA
- Video content, esp. from Conferences and governance
- Podcasts
- Roadmaps

- Increased Stds
- Educational Programs (Lifelong Learning Ad Hoc)
- TechEthics

- NEXT GEN Fin Tools and processes
- Resource Center
- DataPort
- TechNav (AI)

- New normal post COVID-19
- Assure Quality
- Address issues (misconduct)
- Leverage buying power
- GDPR (including 3rd party vendors)
- Basic business mgmt. in economic downturn
- Relook at Membership



TA operationally supports ...

Product Lines

- Periodicals
- Conferences (IEEE and TA)
- Membership
- Standards
- Education and webinars

Programs

- Future Directions
- Roadmapping
- Entrepreneurship
- TechEthics
- Diversity and Inclusion
- Young Professional
- And many society specific

Projects

- Accelerated Open Access
- Next Gen Financial Programs
- All Society Research Project
- GDPR
- Society Projects

Key Platforms

- ICX
- Resource Center/Video
- Dataport
- PRAC tool
- TechNav
- Society Mobile App
(Plus integration to All Corporate Platforms)

Governance

- 32 TA Standing Committees
- 33 2020 TA AdHocs
 - Including several Inter OU AdHocs
- Society and Council Governing Bodies
- Governing Documents
- Corp Interfaces
 - IEEE Ad Hocs

IEEE Meetings Conferences and Events (MCE) Highlights

October 2020

- ▶ There are **634 Financially Sponsored** and **343 Technically Sponsored** virtual events taking place in 2020
 - Of these, there are **47 Financially Sponsored** and **41 Technically Sponsored hybrid** events taking place in 2020. ICCEM was the first. See next slide.
 - Attendance has been strong, for example, the 2020 IEEE 3rd 5G World Forum (5GWF) virtual event welcomed **657 attendees (+2x anticipated)** to discuss advances and challenges in 5G.
- ▶ In October, IEEE Conferences surpassed their minimal threshold goal of sending **150K papers** to IEEE Xplore in 2020
- ▶ As of month-end September 2020, **85.5%** of 2019 conferences are now closed, with the remaining **14.5%** to close during Q4. The median time to close for events closed in 2020 is **7.97 months**.
- ▶ Together we have evaluated **100+ virtual platform & enhancement tools** since March 2020
- ▶ To enhance transparency around conference quality, a new page describing the scope of the **Conference Quality Committee (CQC)** has been added to the [MCE website](#)



IEEE ICCEM: first hybrid event post COVID-19

- ▶ Held in Singapore in August and implemented a number of protocols to keep attendees safe including:
 - Dividing attendees into four separate meeting rooms to accommodate social distancing requirements
 - Live streaming speakers into these rooms
 - Serving meals via Bento boxes at individuals' seating in the conference rooms
 - Enlisting onsite support from the Singapore Tourism Board, Singapore Ministry of Health, and local law enforcement to ensure protocols were met and to answer any questions

**2020
iCCEM**
24-26 August 2020
Singapore



IEEE



Questions?

Question 1: To IEEE Chief Information Officer

Now almost more than 6 months into this pandemic, the hope for having an international conference anytime is very low.

What is IEEE's plan for enabling international conference with a mix of face-face and online tracks? And also the digital platform required for this to happen?

If the current progress in fighting against COVID-19 in Australia and NZ continues, we might be able to host a conference attendees from Australia and NZ and make it available for others virtually.

But the current WebEx platform or IEEE digital platform does not support this.

- From Australia Council Chair, Daniel Eghbal

MCE – Virtual Platform & Tool Evaluations

100+
Tools Evaluated

100+ virtual platform & enhancement tools evaluated since March 2020

► Types of tools include:

- Full virtual environments
- Livestream/webinar solutions
- Event management software
- Agencies & full service platforms
- Trade show/exhibit halls
- Networking & add-on tools
- On demand platforms

► Evaluation criteria includes:

- Cost/timeframe to launch
- Attendee capacity/bandwidth
- Attendee networking & engagement
- Sponsor/exhibitor capabilities
- Global Access & GDPR Compliance
- Analytics
- Custom branding per event

► Recommended tools being shared with conference leadership for broader usage



engagez



Brella



The Tool Should Fit the Need

Goals, Budget, Bandwidth and more...

- ▶ A one size tool does not fit all given the range and breath of events that IEEE handles
- ▶ There is a portfolio of tools that can be connected to address many types of events.
 - We want to evolve with the best in class tools and regional tools
- ▶ The venue for participants is the viewing location, not the platform. Consider audience first, then select tool.
- ▶ MCE, MGA, Standards and Societies have evaluated at least 100 tools in total and have provided webpages with information on best practices. The central location is at ieee-mce.org and this knowledge hub will be continually updated.
- ▶ We do expect the event to bear the burden of cost of the tools that they use.
- ▶ Some MGA events might be able to use some v-tools but will likely need additional tools for virtual engagement.
- ▶ We need to have different features and functions, as well as different price points for our various conferences based on their size and complexity.
- ▶ Some programs require professional staff.
- ▶ Program decisions will drive both cost (live sessions more expensive) and level of platform. There are many options.
- ▶ Helen Ma is a dedicated MCE resource in Region 10 (Beijing Office) and she is a great contact for the entire region.

List of both recommended and "vetted" tools to be published soon.

IEEE Virtual Event Examples By Attribute

**100+ tools
evaluated**

Event Type	Attributes	Platforms	Support Level	Companion Applications
Business Meetings	Informal to Formal, Live Communication, Discussion, Updates, Planned / Unplanned	WebEx, Skype, GoogleMeet, Zoom, Citrix Go-to-Meeting, MS-Teams TenCent	Local Support / Not Produced	Agenda / Content
Governance Meeting	Live Communication, Interactivity, Engagement, Close Sessions, Voting, Agenda, Supporting Materials, Moderation, Policy Changes	WebEx Event Center Zoom TenCent	Local Support Pre-Event Consult Event Set-Up Live Event Mgt. Moderation	Registration / Agenda / Voting
Webinar	Live Communication, Pre-record, Simu-live, Engagement, Moderation, Short Duration, Information Delivery	ON24 Blue Jeans WebEx Ev Center	Pre-Event Consult Moderation Produced	Registration / fees
Roadmapping / Standards Development	Live Communication, Interactivity, Whiteboarding, Supporting Material, Breakouts, IP Developed	Adobe Connect ON24 WebEx Ev Center MS-Teams	Pre-Event Consult Event Set-Up Moderation Produced	Registration / Agenda
Scholarly Conference	One-to-Many, Live, Prerecord, Simu-live, Supporting Material, Interactivity, Programs, Posters, Breakout Rooms, Polls, Surveys, IP Shared, Content	ON24 Blue Jeans Crowdcast Engagz EventsAir Pathable	Pre-Event Consult Pre-Production Produced Live Production Post-Production	Registration / Fees / Program / Mobile App / Presentations / Publications / Video / Sponsorship Links / Social Media

IEEE Virtual Event Examples By Attribute

Event Type	Attributes	Platforms	Support Level	Companion Applications
Industry Event	One-to-Many, Live, Prerecord, Simu-live, Supporting Material, Interactivity, Sponsor Rooms, Programs, Breakout Rooms, Executive Discussions, Polls, Surveys, IP Shared, Content	ON24 Blue Jeans Crowdcast Pathable Engagez	Pre-Event Consult Pre-Production Produced Live Production Post-Production	Registration / Fees / Program / Mobile App / Presentations / Video / Sponsorship Links / Social Media
Trade Show and Expos	Live and Prerecorded Communication, Simu-live, Group and Individual Interactivity, Open and Closed Engagements, Supporting Materials, Sales and Lead Infrastructure, Content Hosting	Pathable Inxpo/Intrado Freeman Hubb	Pre-Event Consult Pre-Production Produced Live Production Post-Production	Registration / Fees / Program / Mobile App / Presentations / Video / Sponsorship Links / Social Media
Panel Discussions	Live and Prerecorded, Simu-live, Group Interactivity, Supporting Material, Information Delivery, Content Hosting	ON24 Adobe Connect WebEx Ev Center Zoom	Pre-Production Moderation Live Production Post Production	Registration / Fees / Program/ Presentations / Video / Sponsorship Links / Social Media
Tutorial / Seminar /Lecture / Symposia	Live, Prerecord, Simu-live, Interactivity, Information Delivery, Content Hosting	ON24 Adobe Connect WebEx Ev Center TenCent Meeting	Pre-Event Consult Pre-Production Moderation Live Production Post Production	Registration / Fees / Program/ Presentations / Video / Sponsorship Links / Social Media
Networking Session / VIP Experiences	Live, Interactivity, Open or Invite Only, Information Shared, Supporting Material, Business Exchange	Zoom Slack WebEx Personal Rm	Pre-Event Consult Pre-Production Moderation	Registration / Fees / Agenda/ Presentations / Supporting Materials/ Sponsorship Links / Social Media

IEEE Virtual Event Framework – By Event Size

Event Type	Attributes	Platforms	Support Level	Companion Applications
Events Under 100 Participants	Live Communication, Interactivity, Engagement, Close Sessions, Agenda, Supporting Materials, Moderation, Policy Changes	WebEx Event Center Adobe Connect VidGrid MS Teams	Event Set-Up Live Event Mgt. Moderation Post-Production	Registration / Fees / Program / Supporting Materials / Presentations / Publications / Video / Sponsorship Links / Social Media
Events Between 100-2,000	Live and Pre-recorded Communication, Simu-live, Moderation, Group and Individual Interactivity, Open and Closed Engagements, Sales and Lead Infrastructure, Content Hosting,	ON24 Blue Jeans Engagez	Moderation Produced Post-Production	Registration / Fees / Program / Supporting Materials / Presentations / Publications / Video / Sponsorship Links / Social Media
Events Above 2,000	Live and Prerecorded Communication, Simu-live, Moderation, Group and Individual Interactivity, Open and Closed Engagements, Supporting Materials, Sales and Lead Infrastructure, Content Hosting	Pathable Inxpo Intrado Freeman 6-Connex (multiple tools integrated)	Pre-Production Produced Post-Production	Registration / Fees / Program / Mobile App / Presentations / Video / Sponsorship Links / Social Media

Question 7: To IEEE Technical Activities Management Director

- IEEE conference management and future directions

Networking and bringing the researchers together is a direct outcome of conferences. However, the third world countries find it hard to accumulate requisite funding.

IEEE may please suggest opportunities to countries like us, which want to hold conferences, however, find it very hard to support the conference financially.

- From Lahore Section Vice Chair, Sobia Baig

Supporting Events

- ▶ In general, conference registration fees are expected to cover the essential functions of an event. For a local event, the cost of services is expected to be relationally appropriate for the attendees affordability. For international conferences, the cost of the event registration is typically higher and is normally a smaller part of the overall cost of attendance.
- ▶ Ironically virtual events can be more affordable.
- ▶ Sponsorship is an option for reducing the cost of the event, especially for specific activities such as women's networking session, a young professional session, or a special training session. Try to be creative with sponsor opportunities. If companies want to recruit, they may be willing to provide speakers or sponsor an activity.
- ▶ Submit a hosting proposal for a society conference. There are lots of factors for selection. Partnering with a local Convention Visitors Bureau could be helpful. Proposals need to be timely so contacting societies about their schedules would be a good idea.
- ▶ Sometimes Societies are willing to help partner with Chapters for smaller events. Amounts depends on the societies and the events.

Question 8: To IEEE Technical Activities Management Director

- **2020 Section Congress Recommendation 8: Resources to Sections to serve Industry professionals and engage with local industries**

For Recommendation 8, there are many local professional organisations working closely with local industries already, how could IEEE sections be involved without being viewed as a competitor to such organisations.

- From R10 EAC Chair, Prof. Lance Fung

Working with Industry

- ▶ In working with Industry, it is usually about what type of engagement is offered. Value is the key.
- ▶ Some Societies have relationships with local societies (Sister Society agreements). So there might be an option of working with the Society to strengthen the relationship with a local national society.
- ▶ Webinars are a great entry point. Typically areas that are covered by Future Direction groups are very popular.
- ▶ Frequently talks (e.g. key notes or tutorials) are recorded by Societies, They can be replayed through Chapters for local audiences, either virtually or in person at an industry location. Local discussion groups can be organized after the recorded webinar with a local expert or occasionally a speaker may make themselves available for Q&A.
- ▶ Discussion groups around Standards is another option for engagement.
- ▶ IEEE is an Standards Development Organization and the option to extend a standard to reflect local variations might be of interest to industry.