Sculpturing Student Leaders to Pioneer Sustainable Development

IEEE is celebrating the 125th Anniversary of 'Engineering the future' in 2009. The IEEE Region 10 Student Activities Committee has taken the responsibility of organizing the Region10 Student Congress, 2009 as part of IEEE’s 125th Anniversary Celebrations with the joint efforts of National University of Singapore, Singapore and College of Engineering Chengannur, India. The event is being held between 16th and 19th of July, 2009 at NUS, Singapore. The event is a huge platform for the best student volunteers from around the Asia Pacific region to intermingle, share their experiences and come up with ground breaking ideas for the betterment of the human race. The goal of the event is to stimulate inspirational and operational ideas so as to improve the quality of trained volunteers in IEEE. The event is being attended by student leaders representing their Section/Region chosen on the basis of their achievements, volunteering/coordinating abilities and contributions towards the advancement of IEEE. The dignitaries of IEEE are making sure that they enrich the students with their invaluable experiences and come up with ground breaking ideas for the betterment of IEEE. The event is presenting a rare opportunity of interaction among different sections in Region 10 and to establish an effective network between the student leaders and volunteers within Asia Pacific. This four day event promises to enhance the GINI Network which has shown considerable potential in the last one year that it has existed.

Undoubtedly the future of IEEE will be determined by the student volunteers of today who will lead the world of tomorrow. The congress aims at carving out these future leaders of IEEE, starting today. As part of this effort the attendees are being familiarized with IEEE that will help them to take on the challenge of being the best ultimately and taking IEEE to newer heights.

Every IEEE Student Branch has its own ideas and innovations. The Student Congress presents a platform to the volunteers for sharing their knowledge, best practices and innovative ideas for the betterment of IEEE. This would initiate the implementation of brighter solutions thereby helping in the growth of upcoming small and new Sections. The strength of IEEE lies in the strength of its individual units, its Sections. The congress is helping in generating inspirational and operational ideas that will help in the progress towards a better tomorrow for IEEE.

The focus today is to use technologies that enable sustainable development. To facilitate this, sessions are being held where experienced and well known dignitaries from various fields of technology are going to interact with student delegates on the major achievements in their technological fields. The speakers will be from Google, Shell, IBM, ASTar and Microsoft.

Discussion forum: This event will focus on bringing out the problems and prospects of IEEE Student Branches across Region 10. Senior volunteers will lead the group discussion and come out with suitable solutions and suggestions for sustained development of the student community.

Innovations and Best Practices around the World: Student leaders from all IEEE regions will present the innovations and best practices happening in student activities across the world and this will lead to effective sharing of ideas and innovations.

Dignitaries Bench: The IEEE senior volunteers will share ‘what is IEEE to them’ with the student volunteers. The aim is to provide the attendees an opportunity to get in touch with the unfamiliar influence of IEEE in their professional as well as social lives. This will be an interactive session.

Workshops: A leadership workshop session focused on carving the student volunteers into global leaders for the competitive world of today and tomorrow is one of the major events. Other principle sessions include Humanitarian workshop, workshops on R10 GINI ISBIR, GOLD, Entrepreneurship and other soft skills. Sessions on Green Technology & Mechatronics are other very relevant activities on the Student Congress program.
To: 2009 IEEE 125th Anniversary R10 Student Congress Organizing Committee

Congratulations on your plans and activities for a 125th Anniversary R10 IEEE Student Congress in July 2009 in Singapore.

This is a significant event for IEEE. Student members now represent about 20 percent of the total IEEE membership. There are also more than 1,600 Student Branches and over 450 Student Branch Chapters at colleges and universities in 80 countries. So, this gathering of Student volunteers from across the world is extremely important to IEEE and is just one more opportunity for networking for those in attendance.

In fact, IEEE presents for student members one of the most robust networks of peers, academicians, and professionals provided by any technical professional society in the world. This is true not only at the local Student Branch, university, IEEE Region and Section level, but also through the nearly 1,000 conferences held by IEEE each year and the myriad other IEEE organizational meetings such as the worldwide IEEE Sections Congress held this past September in Canada. IEEE will continue to increase its interest in its student members. They are the future of IEEE and provide the energy and hope for the continual renewal and revitalization of our organization in the years to come.

My best wishes go to you as you continue the planning.

John Vig
2009 IEEE President

R10 Director’s Message

This year’s Region 10 Student Congress plays a great role for the celebration of IEEE 127th anniversary and I am delighted to welcome our student delegates and distinguished guests to this exciting event. The Region 10 Student Congress 2009 will play an important role in projecting the important aims and objectives of the IEEE among the science and engineering students. It will also provide a unique opportunity to our student volunteers to meet and learn from senior IEEE volunteers as well from fellow students from all over the world.

Concerning the vast and breath-taking advances in science and technology, the IEEE has a great responsibility towards the student members, first and foremost being to create awareness among the student members about their role and responsibilities in the society so as to enable them to orient their thinking for the advancement of humanity. If we all make a steadfast effort to utilize our resources and employ tools of modern science and technology, the day will not be far off when our whole region shall be enjoying higher standard of living. The IEEE student members can bring about this awareness among the young engineers and scientists and thus contribute significantly to the achievement of this goal.

I would, therefore like to congratulate R10 Students Activities Committee and the organizers of R10 Student Congress 2009 in their endeavour to sculpture student leaders for sustainable development.

YJ Park
Director, IEEE Region 10
On 13 May 2009, the IEEE officially celebrated its 125th anniversary. As part of a year long series of celebratory activities across the globe, we are indeed delighted that student leaders, not only from Region 10 but also from far and wide will be coming together at the IEEE Region 10 Student Congress 2009 on 16-19 July 2009 in Singapore.

The theme of “Sculpturing Student Leaders to Pioneer Sustainable Development” is most relevant in today's context of concern for green and sustainable development, where both present and future leaders must work towards addressing some of the pressing global issues that will have a significant impact on our future well-being.

The opportunities for networking, sharing and learning from each other at this Student Congress will provide valuable experiences and help develop a stronger sense of purpose and mission for our budding future engineer leaders.

Naturally, all this would not have been possible without the able efforts of the Steering and Organizing Committee. We congratulate them for their dedication to make this event a tremendous success.

Professor Lawrence Wong
IEEE Region 10 Director-Elect

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**The 2009 Region 10 Student Congress will give the participants an opportunity to network with other IEEE members from around the world. The friendships created at this congress will provide the foundation upon which we will build the IEEE of the future. The attendees should fully participate in all activities to achieve the greatest benefit.**

Joseph V. Lillie (j.lillie@ieee.org, http://ieee.joelillie.com)
IEEE 2008-09 Vice President - Member & Geographic Activities

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**Message from the General Chair, IEEE 125th Anniversary Student Congress 2009**

The idea of organising a Student Congress to commemorate the 125th Anniversary of the IEEE was well received and I am encouraged by the response received from across the world. I must appreciate the efforts of Yong Jin Park, R10 Director and Janina Mazierska, past R10 Director for giving the congress team full support in every way, from September 2008 when the planning began. I would also like to mention the support and encouragement received from IEEE President & CEO 2009, John Vig, and Vice President MGA, Joseph Lillie. The R10 Newsletter editor, Zia Ahmed’s dedication in bringing out a special supplement on the occasion of the 125th Anniversary R10 Student Congress in Singapore is commendable.

The 125th Anniversary Student Congress has a very relevant theme, ‘sculpturing student leaders for sustainable development’ and a well thought out program schedule. I am sure the student leaders will have a memorable 4 days in Singapore. I would like to mention that we received close to 300 applications, out of which around 120 student volunteers have been short listed to attend the event. I congratulate the Sections, which have promised support for the travel and registration of the student volunteers, and I assure you that this investment will earn huge dividends soon.

We have the patronage of a galaxy of senior IEEE volunteers, including Lew Terman, IEEE President 2008 & Richard Gowen, IEEE Foundation President, who will attend the Student Congress to encourage these young leaders, to ignite varied thought processes in them regarding IEEE of the future and sustainable development. The MGA SAC committee will be meeting in Singapore and the networking opportunities with the SAC team under the SAC Chair Babak Beheshti will be the real bonus for the delegates.

This is an experimental exercise where two student branches, one from the Singapore Section and another from the Kerala Section are co-organizing this mega event. It was a pleasure coordinating the activities although we had some teething problems. I thank the SAC Chairs of Singapore & Kerala, Darrel Chong & S. Gopakumar, and GINI coordinator Prijoe Kommattu for their support. The organizing teams from National University of Singapore (NUS, the gracious hosts) and College of Engineering Chenganoor (CEC), Kerala, including the Branch counsellors and the student volunteers under Ramesh from NUS and Arjun from CEC have done excellent work under great pressure, especially due to the world wide recession and related financial burdens.

I would like to thank the IEEE President John Vig who so graciously granted funds for travel support of deserving delegates for the Student Congress, and the IEEE Singapore Section and its society chapters who have promised support for this event.

Finally, I take this opportunity to welcome the Dignitaries; the MGA SAC committee and the student volunteers to this memorable event, let us celebrate the 125th Anniversary of IEEE in the most unforgettable manner!!

Mini S. Thomas
General Chair, R10 Student Congress 2009

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To: The Organizing Committee, IEEE 125th Anniversary R10 Student Congress 2009

My heartiest congratulations to the Organizing Committee of IEEE 125th Anniversary R10 Student Congress.

Remember that students represent 40% of IEEE members in IEEE Region 10. An IEEE Student today is HG member tomorrow!

It is a great idea that our students celebrate this special IEEE anniversary, and I hope that this Congress will aid in the development and cultivation of future leaders and achievers

Dr. Janina Mazierska
Director, 2007-08, IEEE Region 10
Lewis Terman – IEEE 2008 President
Dr. Lewis Terman is an IEEE Fellow and has been active as an IEEE volunteer and member for almost 50 years. He served as IEEE president & CEO in 2008. Over four decades of volunteering, Terman has served as president of two societies, was editor and special issue guest editor of four publications, and has been on the program committee and served as program chair and general chair of seven conferences. He received a B.S. in Physics and M.S. and PhD degrees in EE from Stanford in 1956, 1958, and 1961, respectively.

Dr. Lewis Terman began a long relationship with IBM, starting work with the company in 1961. He retired from IBM’s Research Division in 2006 after 45 years, and currently holds the title of IBM Research Emeritus. His past work focused on solid-state circuits, semiconductor technology, memory design and technology, digital and analog circuits and processor design. He received nine major IBM technical awards, including three corporate awards. Terman was elected to the IBM Academy of Technology in 1991, and served as president in 2001–2003.

Richard J. Gowen
Dr. Gowen is the President of the IEEE Foundation. He is the 1984 Centennial President of the IEEE, and has served in IEEE Section, Chapter, Society, Region, Division, and Board positions. A Commissioner of the 1999-2000 Congressional Web-Based Education Commission, he has provided leadership to industry, education, and government, including the direction of space biomedical research and supercomputer development. He was also the 1998-2000 President of Eta Kappa Nu, the honor society for electrical and computer engineering. He was also the 1998-2000 President of Eta Kappa Nu, the honor society for electrical and computer engineering. He was also the 1998-2000 President of Eta Kappa Nu, the honor society for electrical and computer engineering. He was also the 1998-2000 President of Eta Kappa Nu, the honor society for electrical and computer engineering.

Joseph V. Lillie
Currently Joe is Director and Vice President - Member and Geographic Activities, 2008-2009. He was Director and Treasurer, 2005-2006, Director, 2000-2001 and has served IEEE in many capacities for decades. Joe received a Masters of Science in Telecommunications from the University of Southwestern Louisiana in Lafayette, LA in December, 1997 and received a Bachelors of Science in Electrical Engineering from the University of Southwestern Louisiana in Lafayette, LA in May, 1974.

Yong-Jin Park
Yong-Jin Park received his B.E., M.E. and Ph.D. degrees, all in Electronic Engineering from Waseda University in 1969, 1971 and 1978, respectively. In 1978, he joined Hanyang University, Seoul, where he is presently a Professor in the Department of Electronics and...
Babak Beheshti
MGA Students Committee Chair
Babak D. Beheshti has been an IEEE member for over 18 years and active in IEEE volunteer leadership positions at all levels. Babak is a faculty member in New York Institute of Technology since 1987. Babak has also been an active consultant and has held positions of increasing responsibility in technical management in the areas of wireless and cellular systems as well as embedded microprocessor systems, having worked directly with the world’s most widely known handset manufacturers such as Nokia, Samsung, Siemens and LG.
Babak received his BSEE and MSEE in Electrical Engineering from SUNY Stony Brook, in 1985 and 1987, respectively, and PhD in computer science from KWU in 2004. Babak is author of numerous articles and papers, presented in many conferences. Babak is a recipient of the IEEE Millennium Medal and also a member of Tau Beta Pi engineering honor society, andEta Kappa Nu electrical engineering honor society.

Lawrence Wong
Lawrence Wong is Professor and Head, Department of Electrical and Computer Engineering, National University of Singapore (NUS). He is concurrently Deputy Director (Administration) of the Interactive and Digital Media Institute at NUS. He was previously Executive Director of the Institute for Infocomm Research (I2R) from Nov 2002 - Nov 2006. Since joining NUS in 1983, he served in various positions at the department, faculty and university levels, including Director of the Computer Centre at NUS from Jul 2000 - Nov 2002, Director of the Centre for Instructional Technology, NUS, from Jan 1998 - Jun 2000. Prior to joining NUS in 1983, he was a Member of Technical Staff at AT&T Bell Laboratories, Crawford Hill Lab, NJ, USA from 1980 to 1983.
He received the B.Sc. (1st class Honours) and Ph.D. degrees in Electronic and Electrical Engineering from Loughborough University, UK, in 1976 and 1980, respectively. His research interests include wireless networks and systems, multimedia networks, and source matched transmission techniques with over 200 publications and 4 patents in these areas. He is co-author of the book on “Source-Matched Mobile Communications”. He received the IEEE Marconi Premium Award in 1989, NUS Teaching Award (1989), IEEE Millennium Award in 2000, the e-nnovator Awards 2000, Open Category, and Best Paper Award at the IEEE International Conference on Multimedia and Expo (ICME) 2006.

Howard Michel
Howard E. Michel has been an IEEE member for over 31 years and active in regional leadership positions in both Regions 1 and 6. Howard is currently Assistant Professor of Electrical and Computer Engineering, and Associate Director for Research at the Center for Rehabilitation Engineering, both at the University of Massachusetts Dartmouth. Howard is also a retired U. S. Air Force officer, having served as a pilot, satellite launch director, engineer and engineering manager, including a tour in the People’s Republic of China where he served as the senior U.S. Government technical representative enforcing technology-transfer control plans and operations during satellite launch operations. Howard received his Ph.D. from Wright State University in 1999, an MS in Electrical and Computer Engineering from the University of Massachusetts Amherst in 1988, a MS in Systems Management from the University of Southern California in 1981, and a BS in Electrical Engineering from the New Jersey Institute of Technology in 1975. He has a patent for the design of an artificial neural network based computer system for tracking aircraft, and another pending for the design of an artificial neural network chip

Professor Teck Seng Low
Deputy Managing Director (Research)
A*STAR (Agency for Science, Technology and Research)
Prof Low Teck Seng graduated with the B.Sc. (First Class) and Ph.D. in 1978 and 1982 from Southampton University, United Kingdom. He joined the National University of Singapore in 1983. Prof Low was the founding principal of Republic Polytechnic (2002 - 2008) and the founding director of A*STAR ’s Data Storage Institute (1992 - 1998). He was the Dean of the Faculty of Engineering in the National University of Singapore from 1998 to 2000.
Prof Low was awarded the National Science and Technology Medal in 2004, the highest honour bestowed on an individual who has made distinguished, sustained and exceptional contributions, and played a strategic role in the development of Singapore through the promotion and management of R&D. In 2007 he was awarded the Public Administration Medal (Gold) by the President of Singapore for his outstanding contributions to the development of technical education and the management of science and technology for the nation.
Prof Low is a Fellow of the IEEE and he continues to be active in research. His technical interests are in computational electromagnetics, mechatronics and data storage technologies.

Professor Gerhard Hancke
Electrical, Electronic & Computer Engineering
University of Pretoria, South Africa
Currently, IEEE MGA Vice Chair - Member Development
IEEE MGA MELCC Chair
IEEE IES Secretary & Senior AdCom Member
Gerhard Hancke received the BSc, BEng and MEng from the University of Stellenbosch and the DEng from the University of Pretoria, where he is currently Program Coordinator for Computer Engineering. He is Head of the Research Group on Distributed Sensor Networks, a joint initiative of the Meraka Institute, CSIR, and the University of Pretoria. He has been involved in collaborative research programs internationally for many years and has produced 100+ journal and conference papers. He is a member of the Editorial Board of the "Ad Hoc Networks" journal and has wide-ranging experience in organizing major international conferences.

Marko Delimar
R8 Director Elect, Professor University of Zagreb, Croatia.

Marko Delimar is an electrical engineer, educator and researcher. He holds B.Sc., M.Sc. and Ph.D. degrees in Electrical Engineering and a Diploma in Management.

At present, Marko teaches at the University of Zagreb, Faculty of Electrical Engineering and Computing, where he has been with the Department of Power Systems since 1997 and is exceptionally proud to have participated in the education of several thousand students. His professional interests include electric power and energy systems, simulation and modeling, intelligent systems and engineering education.

Edward Chang VP Google, China.
Edward Chang is a professor at the department of Electrical & Computer Engineering at University of California, Santa Barbara. His recent research activities are in the areas of distributed data mining and their applications to rich-media data management and social-network collaborative filtering. His research group (which consists of members from Google, UC, MIT, Tsinghua, PKU, and Zheda) recently parallelized SVMs (NIPS 07), PLSA (KDD 08), Association Mining (ACM RS 08), Spectral Clustering (ECML 08), and LDA (WWW 09) to run on thousands of machines for mining large-scale datasets. Ed is a recipient of the IBM Faculty Partnership Award and the NSF Innovation Award 2008.

Colin Chua, Head, International Management consulting, Shell
A member of Shell’s Global Downstream Strategy & Portfolio department, Colin Chua heads its Internal management consulting practice in Asia Pacific. Prior to the current role, he led Shell’s Styrene Business for the Asia Pacific & Middle region, and was also involved in Sales, M&A, Strategy Management, and Marketing. Before joining Shell in 1996, Colin has lived in and travelled to many countries in Asia where he led the consulting practice of an Engineering consultancy for 7 years. Colin received his education in Singapore, Japan, and the UK.

Martin Chee is the General Manager for theIBM ASEAN Software Group, responsible for the business of the entire Software team across the 6 countries in ASEAN. Prior to this appointment, Martin demonstrated his leadership capability as the General Manager of the IBM Software Group for Singapore, where he greatly contributed to one of their most successful periods of Software business. Martin graduated from the National University of Singapore with LLB (Hons.) and practiced law in intellectual property before he joined IBM.

Amarnath Raja is Partner and Chief Executive Officer of InApp, an Indo-American Software development company. Amarnath Raja is a product of IIT Delhi. He is very active in professional bodies and is currently a member of the IEEE R-10 Excom. He is one of the early participants in HTC and a member of the AdHoc committee on IEEE President's Sustainability Initiative. He is a very committed advocate of the Free and Open Source Software and was very active in bringing FOSS to India.

S.Gopakumar graduated from University of Kerala in Electronics & Communication in 1972 and has been serving Vikram Sarabhai Space Centre in various capacities for the past 35 years. A specialist on Real Time systems, he is currently Director of the Computer & Network Group of VSSC. Gopakumar is an active member of IEEE & Kerala section and has held various positions. Gopakumar received IEEE Region 10 (Asia – Pacific) Outstanding Volunteer Award in 1999 and IEEE Third Millennium Medal in 2000 and MGA Innovation Award 2008.

Darrel Chong is the Regional Marketing Manager of APL Logistics, a subsidiary of NOL Group. He graduated with the B.Eng. (Hon) from National University of Singapore in 2003, and PhD from National University of Singapore and Eindhoven University of Technology in 2009. Darrel began volunteering in the IEEE since 2001. In 2009, he is the SAC Chair in Singapore Section, he was the 2006 Chair of MGA GOLD Committee and led the conceptualization of the IEEE Humanitarian Workshop & Fellowship, and GOLD Online Seminar. As a student leader, he was the R10 Student Representative from 2003-04 and President of NUS student branch, when he spearheaded the first R10 Student Congress in Singapore in 2002. In 2007, Darrel was awarded the IEEE RAB Achievement Award.

Mini Shaji Thomas, R10 SAC Chair
General Chair, R10 Student congress is Professor Department of Electrical Engineering, Jamia Millia Islamia, New Delhi, India, she received her M. Tech from IIT Madras with Gold medal and Ph.D from IIT Delhi. Mini is currently the Student activities coordinator of IEEE for Asia pacific for 2007-09 and has initiated many innovative programs for student activities in the Region, the Branch Counsellor’s congresses, IEEE Alumni meet, R10 Outstanding Branch Counsellor award, the IEEE R10 GINI (Global Integrated Network of IEEE students) and printing of the Branch Operations Guide for student branches. She is the recipient of MGA Innovation award and many other IEEE & Professional awards.
IEEE SEECS Student Branch, NUST

IEEE 125th Anniversary Celebrations

3rd IEEE All Pakistan Student Congress (PSC) 2009

As IEEE is celebrating 125th Anniversary in 2009, NUST School of Electrical Engineering and Computer Science (SEECS) also participated in the celebrations by hosting the 3rd IEEE All Pakistan Student Congress (PSC) 2009 from May 29th to 31st.

PSC is a national level event where all IEEE SB nation-wide assemble at one platform to share the Student Branch level activities, learn from IEEE Region and Section executives as well as develop a national level consensus of solving common interest issues.

In collaboration with the IEEE Islamabad Section, this time the PSC took place at the newly built campus of National University of Sciences and Technology (NUST) Islamabad. The event was organized by the IEEE Student Branch at NUST School of Electrical Engineering and Computer Science (SEECS). Over 20 universities participated in this event which included various conferences featuring talks and presentations by distinguished scientists, professionals and scholars. Special sessions on GINI, WIE and GOLD were part of the conference to strengthen the promotion of IEEE activities. IEEE R10 Director Prof. Yong Jin Park sent a special greeting and good will message to PSC participants and organizers and shared the IEEE R10 vision for promotion of IEEE activities.

The opening ceremony for the event took place on Friday May 29th 2009. The chief guest for this event was Dr. Asad Abidi, IEEE Fellow and Professor at UCLA. He gave an inspirational talk on “Taking Pakistani Electrical Engineering to the next level” in which he focused on the identification of problems hindering the growth of Pakistani electrical engineers and some solutions to overcome these problems. The opening ceremony was followed by an interactive session with Dr Abidi, where the participants of Pakistan Student Congress shared their thoughts with the presenter. This was followed by Mr. Nadeem Chohan coming to the stage to deliver a seminar on “Changing Mindsets”. While his candid manner and animated body language had the audience laughing uproariously, Mr. Chohan talked about the importance of perception to living a full and productive life.

The next day for PSC saw motivational seminars from Mr. Shahab Siddiqui, SAC IEEE Karachi Section and Mr. Amir Zahoor, the SSR presentations session gave an opportunity to the participating IEEE Student Branches from different universities all over Pakistan to come forward and introduce their Branches and their activities.

At an interactive session about the GINI program heads of participating Students Branches discussed interlinking of the IEEE Students Branches operating all over Pakistan. The aim was to invite active Branches in Pakistan and lend a helping hand to other IEEE Student Branches to make them fully functional.

Career Counselling workshop was held to increase awareness among students regarding the importance of a well rounded personality, good communication and networking skills.

The last PSC session for the day was Graduates of the Last Decade (GOLD) Congress, which highlighted the importance of keeping IEEE membership after graduation. Mr. Timothy Wong, on behalf of IEEE R10 GOLD Rep, delivered a video presentation on GOLD initiatives and activities. The final day of PSC had seminars from Mr. Ravinder Lal, a GINI Volunteer, Mr. Om Perkash, SSR IEEE Region 10, and a Women In Engineering (WIE) Congress. Mr Ravinder discussed the benefits of joining IEEE and Mr. Om Perkash talked about generating funds for IEEE activities.

The WIE Congress had an online video talk by Prof. Ramalatha Marimuthu, R10 WIE Chair who discussed the activities of WIE Chapter headed by her in India, which include taking technology to rural area to habilitate mentally crippled people so they act as useful members of the society. Ms Durdana, Chair WIE Islamabad Section, while highlighting the problems faced by women in today’s life, stressed upon the need for empowering women so they can work for social and economic uplift of the country. The last session for PSC before the closing was an executive panel discussion where the participating Student Branches put forward ideas and suggestions for the improvement of the PSC experience.

NUST-SEECS Olympiad 2009

To enhance the festivity of IEEE’s 125th anniversary, IEEE-SEECS SB also hosted an Olympiad that started off after the opening ceremony and continued for three days in parallel to the PSC. The Olympiad was an extravaganza of its own kind, embracing
each and every bit of the realm of creativity - from performing arts, to visual arts, declamation, and the engineering arts. Student teams from over 30 universities from all over Pakistan participated in the Olympiad. The technical events included competitions on Circuit Design, Speed Wiring, Technology Quiz, Speed Programming and best technology idea for Pakistan, while the Color of Life events included competitions on Painting, T-shirt designing, Singing, E-gaming and Video making. With its tall list of as many as 14 events, SEECS-Olympiad was an effort to cater to the interests of students across the nation.

The closing ceremony for the entire event, PSC and Olympiad, was held on Sunday, May 31st 2009. Dr. Mohammad Akbar, IEEE Senior Member, was the chief guest for the occasion.

Mr. Aamir Jelani, Counselor IEEE SEECS Student Chapter reviewed the proceedings of 3 days IEEE PSC and NUST Olympiad. Souvenirs were presented to the speakers of the PSC, while prizes were distributed among the winners of Olympiad competitions.

The concluding remarks were given by Dr. Akbar who while appreciating the efforts of organizers highlighted the importance of such extra-curricular activities in personality development.

Considering the scope of PSC and NUST Olympiad, it was the biggest ever IEEE student event hosted in Pakistan. A total of 30+ universities participated in the events that included more than 300 participating students. IEEE SEECS Student Branch in collaboration with more than 150 student volunteers of NUST SEECS ensured successful execution of the 3 days event.

Aamir Jelani
Counselor IEEE SEECS Student Branch, Islamabad, Pakistan

IEEE Student Branch AEC, Tiruvannamalai, India

GLOBANARIO O’125 - Energize To Expertise

The IEEE Student Branch at Arunai Engineering College (AEC), Tiruvannamalai, India celebrated the 125th anniversary of IEEE in a grand fashion. The celebration was named as GLOBANARIO O’125. The program included an IEEE Expo that brought to light the splendidours.

The 125th anniversary celebration was inaugurated on 9th April 2009 by Mr. T. G. Palanivelu, Principal of Kamban Engineering College and Dr. M. Karmegem, Principal of Arunai Engineering College. The welcome address was delivered by Mr. S. Venkatraman, Student Secretary IEEE SB AEC. This was followed by a special address by Mrs. K. Vijaya Ravichandran, Student Branch Councillor. She motivated all students to participate in all the events and appreciated those who had actively participated in organizing the events.

In his inspirational speech Mr. T. G. Palanivelu conveyed his best wishes for the 125 years anniversary of IEEE. He appreciated everyone for the work saying “hard works pays everything to everyone, so keep working that makes your life an esteemed one”. He also insisted to everyone to make use of IEEE resources and get benefited.

Dr. M. Kaarmegam, Principal, Arunai Engineering College gave a motivational speech in which highlighted the benefits of IEEE and encouraged everyone to join IEEE. He put emphasis on making use of e-journals of IEEE in the college and to get benefit with IEEE.

The final event for the morning session was the Info Contest, a quiz competition, where three rounds were conducted to select the winners of the 3 prizes.

The afternoon session included KIDDO contest where 4 kids were the judges. The first round was marketing and the 2nd round was to explain to kids a given topic. For this event 3 prizes were offered. Next was the Treasure Hunt, where the participants were given the task to search for some hidden materials. This activity also carried 3 prizes.

On 10th April 2009, a workshop on "NETWORK SIMULATOR2" was organised. Many students from Arunai Engineering College as well as from Kamban Engineering College participated and got benefitted.

On 11th April 2009 a valedictory function was held where Mr. R. Ravichandran, Project Director, Arunai Engg College and Dr. M. Kaarmgem, Principal, Arunai Engineering College were the chief guests. The welcome address was given by Ms. P. Preetha Raj, Vice Chair IEEE-WIE. The prizes were distributed to the students who had participated and won the events. Finally the vote of thanks was proposed by Ms. S. Preethi Subramanian.

To add some more grace to this celebration we went to “RAMANASHRAMAM” where we recorded a 10 seconds video entitled “Peace is the one that everyone need in their life”.

Preethi Subramanian
Vice Chair, IEEE Student Branch AEC, Tiruvannamalai, India
IEEE Student Branch GCUF, Pakistan

IEEE 125th Anniversary Celebrations

To celebrate the IEEE 125th Anniversary in a productive way, IEEE-Government College University Faisalabad, Pakistan planned a number of activities. IEEE-GCUF has two chapters under the Branch; one is the WIE-GCUF Affinity Group and second is IEEE Computer Society GCUF. Each Chapter of IEEE-GCUF also celebrated anniversary with different activities.

IEEE-GCUF celebrated the 125th Anniversary with students of a High School in a remote area named "PAKKA ANNA" (near Toba Tek Singh). IEEE-GCUF conducted career development program for the students of High School, who lack facilities and exposure to plan their future properly. A motivational talk was given by Mr. Amir Zahoor and students asked questions regarding their future in different fields.

A Quiz Session was arranged on the basics of engineering subjects and prizes were distributed among student. On this occasion IEEE promotional material (scales, high lighters, candies and puzzles) were also distributed among students. In the final session students were asked to make a box of a puzzle and prizes were given to the three winning teams.

WIE-GCUF organized an activity of community services by visiting a "Cripple House" in Faisalabad where most of the children are with some form of disability. WIE-GCUF team had an interactive session with students and distributed chocolates and gifts.

Student Members of Bio-Informatics department celebrated the 125 anniversary by arranging a seminar and discussions on “Bio-Engineering”.

Newly established Computer Society IEEE-GCUF celebrated the anniversary with a two day workshop on "File Handling and Graphics" on 13 and 14 May, 2009. The workshop had a total of 55 registrations. At the end of first day, a celebrations ceremony of 125th Anniversary was held where all student members of IEEE-GCUF and its subunits got together and shared their views with an on-the-spot general knowledge quiz competition. At the end of the ceremony a cake for the IEEE 125th Anniversary was enjoyed by all members of IEEE-GCUF Student Branch.

On 14th May, a closing ceremony was held where Mr. Waqas Ahmad (Vice Chair IEEE-GCUF) talked on two different topics; 1st was "The History of IEEE and Electro-Technologies" and 2nd was "How to use IEEE 125th Anniversary Website". In his concluding remarks he appreciated the efforts of all student members for organizing and participation in the 125 Anniversary celebration activities.

Waqas Ahmad, Vice Chair IEEE-GCUF

Visit IEEE Region 10 Website at:
http://www.ewh.ieee.org/reg/10/
R10 SB Activities In Photos

IEEE Student Branch, Dadi Institute of Engineering & Technology visiting the students at the school for visually challenged girls at Rushikonda Visakhapatnam to donate an amount of Rs 10,000 (Approximately US$ 240) for their tuition fees for Music. The money was raised by mentoring junior students in the college.

A site visit at the Public Transport Authority (PTA), East Perth organised by the University of Western Australia IEEE Student Branch.

The robotics workshop conducted by the IEEE Student Branch of Rajagiri School of Engineering & Technology (RASET), India.

Students at the 2008 Microcontroller Applications Design Contest in Philippines.

The annual technical festival “Encomium” of IEEE Student Branch at Jamia Millia Islamia, New Delhi, India.

A SB stall at the vibrant R10 Student Branches Exhibition at the IEEE Region 10 Student Congress 2008, Chennai, India.

The IEEE Student Branch of NIT Warangal Executive Committee members with IEEE President Mr. John Wig in Chennai.
The IEEE Chulalongkorn University Student Branch in Bangkok donated 36 used computers to Primaalong Kung School in Kanchanaburi, Thailand.

A meeting between Student Branches of Hong Kong University and Peking University.

Awareness campaign of the IEEE Student Branch, G. H. Raisoni College of Engineering, India at rural and urban schools to enlighten the students with current & future technology.

The IEEE-IEECE Student Branch event, Student Activities and Conferences, known as ISAAC.

A demonstration of Water Disinfection System at an activity organised by the IEEE Student Branch, Islamic University of Technology (IUT), Bangladesh.

TECHNO SAMPARK -2009" as part of celebrating the 125th anniversary of the IEEE was organised by the IEEE Student Branch at the Institute of Science and Technology for Advanced Studies and Research (ISTAR), Vallabh Vidyanagar, Gujarat, India.

A visit to the Indian Space Research Organization organised by the IEEE Student Branch NIT Warangal, India.

End of the Year dinner for volunteers by the IEEE Student Branch, The University of Auckland.
IEEE SB College of Engineering Chengannur, Kerala, India

Co-Organising Institute & Student Branch of R10 SC’09

The College of Engineering Chengannur (CEC) was established in the year 1993, with a vision to create engineers having the drive, skill, and confidence to become the pioneers of tomorrow. The college was set up under the auspices of the Government of Kerala undertaking and is recognized by the All India Council for Technical Education (AICTE), New Delhi. It is affiliated to the Cochin University of Science and Technology (CUSAT) which is known internationally for its academic excellence. The courses offered are designed to cater to the industry’s urgent demand for skilled professionals in the field of Computers and Electronics. The college offers 4 year Bachelor of Technology degrees in

2. Electronics and Communication Engineering.

College of Engineering Chengannur is also one of the select colleges in India which was chosen to benefit under the Technical Education Quality Improvement Programme (TEQIP) scheme launched by The World Bank. The degree awarded by Cochin University of Science and Technology, is valued highly, as the syllabus is reviewed and updated regularly, taking into account the fast changing fields of computers and electronics.

IEEE Student Branch (60451)

The IEEE Student Branch came into existence on 16th September 1996, within 3 years of the college being founded. Since its inception, the Branch has grown from strength to strength becoming the largest in Kerala Section and one of the most vibrant Student Branches in Region 10.

The IEEE Student Branch CEC plays a key role in many aspects of the Section’s student’s activities and its achievements. Members of the Student Branch have always been pioneers in many achievements as well as activities in IEEE and been keen to share their experience and set an example to all the Student Branches within the Section. When LINK was inducted by Region 10 to build a similar network in the region, CEC Student Branch stood as an example for all the SBs in Region 10.

Innovative initiatives of the Student Branch

1. Local Integrated Network of IEEE students of Kerala (LINK) - During the late 90s Kerala Section started having quiet a few new SBs. Many of them stayed active for a short span but soon slipped off to be an inactive mainly because no nurturing and guidance for new SBs as well as no proper transition plan was executed in many of the SBs. It was also observed that, in many cases, creating awareness to the educational institutions itself is a very critical issue.

To solve this issue, they came up with the idea of networking among the Student Branches of Kerala Section to work as a conjunctive body and thus uniting all the student volunteers across the geographic span. Proudly, this had been an innovative initiative from the part of some vibrant student members of CEC and the SB counsellor. Soon the Section realized the need of such a body and the Student Activities Chair along with the student volunteers of CEC Student Branch worked towards the formal establishment of LINK in 2003. In 2005, LINK was formally inaugurated by Mr. W. Cleon Anderson, President of IEEE 2005, thus creating a history in IEEE, a network of SBs that work with harmony and togetherness for a brighter future.

It did not take much time for LINK to sprinkling down its benefits to the world of IEEE. IEEE Kerala Section which had only 11 Student Branches (3 Active and 8 Inactive) in 2003, reached in a short span of 4 years 39 SBs (35 active, 4 Inactive) in 2007.

By observing the success of LINK, Region 10 inducted the same model to form a network in Region 10, which is known as Region 10 Global Integrated Network of IEEE (GINI) with active participation of volunteers from this Student Branch.

2. WIE Forum - After the successful implementation of LINK, in 2006 our SB members, came up with an innovative idea of networking among the WIE Student affinity groups within Kerala. The idea was highly appreciated by WIE International Committee. For the first time in the history of IEEE Kerala Section, a program of WIE Forum was conducted, with a participation of 53 WIE student members, and that too with 100% participation from ladies. This initiative is taken up and had a similar program in 2007, with a participation of 75 women WIE student volunteers and the next event is planned in September 2009.

3. IEEE Library - Within the first 2 years, IEEE Student Branch was able to set up an IEEE Library containing 39 magazines and 23 Transactions. It was considered to be a prestigious library at that time, since most of the prime institutes in the Section were not able to setup a similar library. The SB even supported faculty and students from other colleges to use our extensive library for a good cause.

IEEE Student Branch Achievements

1. Center of Excellence - CEC is one of the prestigious institutions to be granted with a Center of Excellence award from IEEE Head quarters. This is the first in India, and 3rd in Asia. This Center of Excellence Lab was inaugurated by IEEE President 2005, Mr. W. Cleon Anderson, during his visit to Kerala in 2005 January.

2. Outstanding SB Counsellor Award by IEEE HQ - Ms. Nisha Kuruvilla, Branch Counselor has been awarded Outstanding Student Branch Counselor Award by IEEE Head Quarters for her exemplary volunteerism as well as motivation towards the Student Branch and setting up WIE Student Affinity group and its activities like STAR (Student Teacher and Research Engineer/Scientist, a program to mentor women at High School Level). Ms. Nisha Kuruvilla played a key role in setting up LINK.

3. First WIE Student Affinity Group in Region 10 - This Student Branch was the one who understood the need of a WIE student affinity group within the Branch to encourage and uplift the women student members. Our Student Branch was the first one to set up a WIE Student Affinity group in R 10. The WIE student affinity group has been awarded as the “Chapter of the Year 2005” by IEEE Headquarters for its vibrant and effective activities.

5. RAB Region 10 Larry K Wilson Award 2004 - Mr. Prijoe Philips Komattu, Chair of IEEE Student Branch 2004 was awarded the prestigious IEEE student award, RAB Region 10 Larry K Wilson Award 2004, for his extraordinary
enthusiasm as well as volunteerism for IEEE and its activities
within the Student Branch and in Section.

Rahul Raj, Chair IEEE Student Branch CEC

The University of Auckland IEEE Student Branch

The Student Branch at the University of Auckland began its
life in 1999 as the New Zealand North Section Student Branch,
led by Jason James. In 2001, Chair Adrian Pais, who now
serves as Chair of IEEE GOLD worldwide, formed and
expanded the Branch’s Executive Committee. The following
year, 2002, the Branch began events which still run annually
today, and its membership grew from 20 to more than 80
members.

Since then, the Branch, now known as the University of
Auckland IEEE Student Branch (alongside the nearby
Auckland University of Technology Student Branch), has
grown to over 200 members in 2008, which include
undergraduate and postgraduate students studying electrical
and electronics, computer systems, software, and mechatronics
engineering, as well as computer science, and it has introduced
a variety of activities to its programme.

The Branch’s flagship event, known as the Practice Interviews,
has been run since the Branch’s 1999 inception. With a focus
on job skills and professional awareness, members undertake
practice job interviews with real professionals from industry.
They then have the rare opportunity to receive feedback on
their interviews and CVs, as well make contacts at a function
after the event. The Practice Interviews have grown throughout
the Branch’s history and now involve about 70 participants
and representatives from 20 companies. Along with the annual
Job Skills Seminar, it is one of the Branch’s most anticipated
events, and its success last year earned the Branch a Darrel
Chong Student Activity Award.

Recruitment consultant Marion Rogers, of Tri Tek
Services, shares her expertise at the University of
Auckland SB-organised annual Job Skills Seminar.

The Branch’s other events include a mix of social and
technical events. On the technical side, the Branch runs field
trips, which have included trips to electricity substations,
appliances manufacturing giant Fisher & Paykel Appliances,
GPS systems manufacturers Navman, and local Devonport
Naval Base. By far the most popular, perhaps unsurprisingly,
has been that to Auckland’s Sky Tower, the tallest free-
standing structure in the Southern Hemisphere—not just to
view Auckland from it and to stand on its glass floors, but
mainly to see the radio broadcasting facilities at its top!

The Branch, and in particular its social events, have strong
links with the University. The Branch has run an inter-class
indoor soccer tournament since its renaissance in 2002, which
has become a regular feature in the ECE Department’s
calendar. In 2007, under the leadership of George Gordon, the
Branch introduced a quiz night for ECE Department students,
which attracts over 130 participants. Both have had a real and
positive impact on the Branch’s profile in the University. The
Branch also runs a tour of the ECE Department’s Part IV
Projects Exhibition for first-year engineering students (who
have yet to choose a specialisation within engineering), to
encourage them to consider the possibilities available in
electrical and computer engineering.

Dr Andrews entertaining teams as they write down answers
(or guesses?) at the 2008 Quiz Night.

With continual expansion, in terms of both membership and
activities, as a recurring theme in the Branch’s history, it
makes sense that the Executive Committee has grown to
keep up with the workload. The Pais-led Committee
originally had six members before beginning to include year
representatives to expand the Committee. Through the
leadership of successive Chairs Vinay Chimni in 2003, Alif
Wahid in 2004, and Abhinabh Duffadar in 2005, the
Committee’s membership continued to increase. Now
chaired by Chuan-Zheng Lee, the Committee comprises 15
dedicated volunteers who meet twice a semester to organise
its activities programme. To ensure smooth succession
between years, undergraduates are appointed on a rolling
basis, with a group of second-year students being inducted
every year, who normally remain on the Committee until
they graduate, along with a number of postgraduates.

The Branch now proudly displays an Exemplary Student
Branch Award, but its ambitious plans for improvement
never end. This year, the Branch hopes to revise its
constitution and bylaws, to introduce several new activities
including a gaming tournament and an electronic hobbyist
competition, and to overhaul its website. With this constant
stream of highly enthusiastic volunteers with new ideas, it’s
anyone’s guess where the Branch might be when the IEEE
celebrates its next milestone anniversary!

Chuan-Zheng Lee
Chair, University of Auckland IEEE Student Branch

IEEE Student Branches at Taipei Section

Currently, there are seven Student Branches in Taipei
Section, including NCTU (National Chiao Tung University)
Student Branch, NTU (National Taiwan University) Student
Branch, NCU (National Central University), YZU (Yuan-Ze
University) Student Branch, NTUST (National Taiwan
University of Science and Technology) Student Branch,
NTOU (National Taiwan Ocean University) Student Branch,
and the new one, NTHU (National Tsing Hua University)
Student Branch. We also have three Student Branch Chapters
including NTUST Student Branch Chapter of the Systems,
Man & Cybernetics Chapter, NCTU Student Branch Chapter
of the Consumer Electronics Chapter and YZU Student Branch Chapter of the Systems, Man, & Cybernetics Society.

Taipei Section makes great efforts to promote student membership, globalization and internationalization of the student members. First, Taipei Section initialized a conference award program. Consequently, student members can be awarded 3,000 NTD for presenting papers in any IEEE sponsored international conference. Second, IEEE NTU Student Branch held a High and New-Tech Entrepreneurship Summit for students in Taipei. In the forum, the attendees realized not only from industry aspects but also inspired by the vision, latest hot technologies, experience and distinctive point of views. Third, to early cut in the leading edge research and to touch career planning, NCTU, NTU and NCU Student Branches have arranged several visits to major industries, including National Chip-Implementation Center, National Nano-Device Lab., and Weltrend Inc., etc. This visiting model plays the role of the bridge between senior and young members since most receiving engineers are IEEE members. At last, NCTU Student Branch held “21st Micro Electronic Camp” for senior high school students in the summer vacation, sharing university experience and introducing basic EE courses, e.g., microelectronics, calculus, and electric circuits. Other student branches have similar activities, which are helpful to attract more outstanding high school students into EE area.

**NTU (National Taiwan University) Student Branch**

IEEE NTU Student Branch has been active for ten years by the students from College of Electrical Engineering and Computer Science in National Taiwan University. IEEE NTU Student Branch supported by IEEE Taipei Section and the College aims to promote interaction and communication between industry, academia and student community.

For students, IEEE NTU Student Branch provides opportunities for those who are interested in information and communication technology to get more understanding of the industry and arouse further insight for the future. For academia, they improve cross-disciplinary interaction between various professional fields and supports for planning the new era of technology industry. For industry, they build up the connection between industry, academia and student community. Every year, they host forums to bring up latest international trends and issues for the purposes mentioned above. This May, they held a High and New-Tech Entrepreneurship Summit for students in Taipei. In the forum, the attendees realized not only from industry aspects but also inspired by the vision, latest hot technologies, experience and distinctive point of views. This occasion provided the chance for students to speak out and think about what and how it might be for the future generation of technology which creates competencies for Taiwan ICT industry in global market.

**NCU (National Central University) Student Branch**

The IEEE NCU Student Branch was established in 2005 to help students familiarize with IEEE and learn about the latest knowledge in the field of electrical and electronics. Their official website is [http://ieee.ncu.edu.tw](http://ieee.ncu.edu.tw) which provides information on recent activities, journal clubs and the latest news from IEEE Taipei Section.

There are several activities in NCU student branch, including weekly journal clubs, speeches, laboratory visits and lunch parties. The goals of their activities are to make the best connection among teachers and students, to keep everyone informed of the latest technology, and to help students explore their interests. Journal clubs is their regular and major activity. The journal clubs is to keep the attendees informed of the latest technology, to create opportunities for undergraduate students to practice the technique of presenting, and to help undergraduate students explore their interest in the field of electrical engineering.

Furthermore, every semester, one or two professors in the College of Electrical Engineering and Computer Science give a speech in our Student Branch to provide students with a more advanced knowledge of becoming a successful engineer and to equip students with all kinds of techniques for future studies. These speeches are opened to all students, both graduate and undergraduate students. Finally, they arranged a visit to a laboratory per semester to provide an opportunity for undergraduate students to get to know the laboratories and research area in NCU.

**NTUST (National Taiwan University of Science and Technology) Student Branch**

The IEEE Student Branch at National Taiwan University of Science and Technology (NTUST) was established in May, 2007. They encourage the related students to participate in IEEE Student Branch at NTUST. It helps each student to enlarge the vision by contacting with the new techniques and new equipment. Furthermore, they provide a good chance for all members to discuss problems, communicate with each
other and discover the enjoyment and fulfilment in research. With Taiwan's growing importance in the global high tech industry, the IEEE Student Branch at NTUST and its Chapters endeavour to contribute to the advancement of the prosperity of its community through activities that provide professional information exchanges and stimulate technological innovations.

Presently, IEEE Taipei Section makes great efforts to recruit new student members, continues devoting in providing IEEE student members services and enhancing the relationships with all student branches. In the near future, we sincerely hope the student branches of Taipei Section will be more active and well known by other sections.

Prof. Chin-Teng Lin
Chair, IEEE Taipei Section 2009

IEEE Student Branches of Kansai Section

The Student Activities Committee of Kansai Section has continuously operated reinforcement of student membership and support for the student member’s activities, etc..

(1) Student Activities Committee promotes the activity for mainly Student Branches of five universities (Osaka University, Kyoto University, Ritsumeikan University, Nara Institute of Science and Technology, and University of Hyogo). In particular, the Committee operates in reinforcing student membership, supporting student activities, conducting public relations activities and promoting information exchange between those Student Branches etc.

(2) A conversation exchange between the five Student Branches is held annually, and further horizontal cooperation beyond the University framework in order to build up the IEEE student membership or to support the Student Activities is promoted.

IEEE Student Branch Exchange meeting

(3) Those Student Branches voluntarily organized and held Kansai Section Branch Conversation Meeting between those Branches annually, and will hold the Meeting at Hyogo University in this December. In the Student Branch of Ritsumeikan University, the annual English Presentation Competition was held on October 10, 2008 and testimonials were bestowed on an excellent speaker from Kansai Section Student Activities Committee.

(4) Three students were sent to Region 10 Student Congress 2008 (India Madras, January 28 to 30, 2008).

(5) Ten students were sent to IEEE Student Branch Leadership Training Workshop held in Keio University on Oct 4, 2008.

(6) Membership Development Committee and Student Activities Committee of Kansai Section jointly hold the activities in April and December, and jointly operate for reinforcement of student membership and activity support for students.

IEEE Kansai Section GOLD Award

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IEEE Kansai Section Student Paper Award

The Kansai Section Student Paper Award was established in 2004 with the aim of encouraging researches by young student members who will lead the next generation. The student members, who have presented excellent English papers in IEEE international conferences and IEEE Transactions, were granted the Kansai Section Student Paper Award. We selected 12 winners of this award for the year of 2008 and presented the citations and prizes to them.

Yukihiro Nakamura
Chair, IEEE Kansai Section

IEEE Student Branch NUS (National University of Singapore, Singapore)

The National University of Singapore (NUS) IEEE Student Branch is one of the most active Student Branches of IEEE for the past 26 years. Known for the active volunteering services, NUS IEEE has held many events including workshops for Macromedia Flash, Dreamweaver and Photoshop, talks with electrical and computer engineers from the engineering department regarding technopreneurship, revision series for students in engineering, industrial visits, soldering sales, competitions, and many more. NUS IEEE does not restrict their activities and events to Singapore, but rather extends them to Vietnam, Indonesia and Thailand as well. Increasing the interaction with outside students and countries, NUS IEEE was the first to take the initiative to propose and organize the first Asia Pacific Student Congress in 2002. With the success of the first congress, the congress has received the seal of approval to be a biennial event. This prestigious student branch once again holds the reins as the chief organizers for the congress as it returns to NUS this year.

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Invited Article

A Common Sense Guide to PR/Sponsorship and Event Promotions/Marketing for Student Branches
Helene Hoi-Ying Fung, R10 GOLD Coordinator

Many books have been written about these topics, but you don’t really need a book or a course to learn the basics. I learnt these skills through “on the job” experience while organising activities as a university student. This “encouraging industry support and participation” aspect was part why I was recognised with the RAB GOLD Achievement award a few years ago!

Hopefully sharing some insights I gained along the way is enough to get you started!

PR/Sponsorship

Forms of sponsorship

Sponsorship can take different forms – “in-kind” and monetary. In-kind sponsorship can be in terms of goods (e.g. food, drinks to be consumed during an event you organise), services (e.g. photocopying) and discount (e.g. discount to you as an event organising committee, or discount to members).

Of course monetary sponsorship is better because you are in control of how the money can be used to purchase goods or services, but “in-kind” sponsorship is just as important, and perhaps easier to get in some cases. In fact the catch-cry of someone who “showed me to ropes” to the art of sponsorship-hunting when I was involved in a student club was “Never pay for something if you can help it”!

Rule #1: Think about what you have to offer

While you are relying on the goodness of people’s hearts, it is still important to create “value” and offer them something in return. For example, some charities in Australia have actually sent a sheet of personalised address labels with their sponsorship request.

So… the big question is: what can you offer a sponsor? Here are some ideas:

- Differential “status” of sponsorship (bronze, silver, gold, platinum if you wish – the more they sponsor the more they get)
- “Good corporate citizen” image for helping out
- General publicity (their logo on posters, emails)
- Opportunity to present/promote their company/products in front of members
- Other ways to access members (e.g. send out job advertisements on their behalf)
- Certificates of appreciation don’t cost much to print!

Rule #2: Establish rapport and gain trust

It is very important to always keep your eyes open for potential sponsors, because normal networking “soft-selling” is always more effective than cold-calling. In fact Daniel Goleman, the author of Emotional Intelligence mentioned a study in the book where the “star performers” among all the engineers in a large company were found to be more effective and efficient not because they were smarter, but because they establish a network of experts who can help them before they even need them, so in times of crisis they rarely waste valuable time on unanswered emails or phone calls.

But if you have to cold-call, there are a few tricks to establish rapport:

- Use some small talk to open (e.g. how are they today)

- Ask open questions instead of straightforward yes/no questions. Let people talk about themselves (most people generally like the attention), their products or their company. Showing interest usually leaves a positive impression

- This also gives you valuable info on what they would want that you potentially could offer (e.g. they may be in desperate need of a good story for the “community” section of their annual report!)

Also remember to act and look professional, because quite literally, you need to convince them to trust you with their money!

Rule #3: Walk the Walk, Talk the talk

Understanding how typical workplaces operate (this is especially important for students and academics), the pecking order, who calls the shots etc. will help you get to the right people.

Generic faxes and “info@company.com” emails are less likely to get you very far compared to ones with an actual recipient identified. And addressing a letter to a person/name is always better than to a position. So what you can do before making a formal approach to the sponsor is do some research. Call up and ask the receptionist who you should be directing your letter/email/sponsorship proposal to.

Sending emails using ieee.org alias may in some cases look more professional (e.g. compared to emails sent from a hotmail account).

If you are still a university student, you won’t have a business card. It may be worth considering printing IEEE business cards. This is how people in the business world keep contacts so having one makes dealing with you easier for the sponsors.

You can also try to include “Buzz words” and persuasive writing in your proposal (more on this later).

It is also important to keep yourself updated on news and current affairs, know what’s the current focus/priority of the company you’re approaching.

Rule #4: A door is closed now doesn’t mean it’ll be forever

If companies choose not to sponsor/participate, if could be for various reasons other than a lack of faith in your activities. Maybe they don’t have the budget for now, they’re not recruiting so they don’t need the peer publicity, or you may have missed an application time frame (larger corporates often have their own sponsorship application programs, with their own forms and deadlines).

It is good practice to treat the effort not as wasted but as general PR, because you are keeping them in the loop and letting them know the good things you do. You can try approaching them again either in a different form (e.g. asked for in-kind rather than monetary sponsorship), or next year.

Events promotion

My intent is to focus less on the mechanics of event promotions but more on how to plan it… Although for the record, these are the different avenues you can promote events:

- Email
- Website
- Posters
- Fliers
- Newsletters
- Pre-lecture talks
- Set up information desks on campus around lunch time
Don’t forget to think about cross-promotions with other clubs/societies. If they are concerned about privacy issues, you can send them the content (e.g. electronic flyer) and send to their members on your behalf, and offer to do the same for their events to your members.

**Design of promotional materials**

Think about what members typically want out of the events you hold, and what you can offer. (Hint: university students are particularly attracted to free food and drinks! ;-) Talk about that in your promotional documents. But don’t over-exaggerate your promises, e.g. “opportunity to mingle with employers” as opposed to “we’ll help you find a job”.

When you’re designing the promotional documents:
- Be succinct.
- Be attention-grabbing (e.g. use colours and pictures!)
- Use active voice (this urges the reader to do something!)
- Use positive words
- Persuasive soft-selling writing (more on that later)
- If you have the luxury of time, leave it for a few days before proof-reading it again, and get others to proof-read for you and word-smith it with you!

**Ticket pricing “bag of tricks”**

Try to differentiate between members and non-members in pricing. Hopefully over the course of the year, members would’ve made their money back from savings in attending your activities.

Consider offering group discount or buy 10 get one free (this provides incentives for people with a lot of crowd-pulling power to convince more people to come).

Often ticket sales tend to increase massively the day before the event, and this is especially the case for social events - people tend to take their time and only make up their mind last minute. The uncertainty is not good for you as an event organiser. The solution? Consider offering an early bird discount!

**Start promoting with enough lead time before the event**

It’s important to leave enough lead time before the actual event to start promoting/marketing it.

For small events, ideally 2 weeks to a month. For large events, ideally send out a ‘teaser’ 2 months or more before, with the finalised details promoted again at least a month before. But there is a trade-off: if you promote too far advance, you’re risking the “out of sight, out of mind” syndrome. So if necessary, send email reminders!

**Conclusion**

There are two common elements for success between sponsorship and events promotion:

1. Figure out what they want
   - Open communication channels
   - Remember to collect feedback afterwards (whether formal survey or informal verbal comments)
2. Soft-sell what you have to offer
   - This involved more than just stating the “bare facts” (which engineers have a tendency to do)
   - Use persuasive writing (Ok, finally we’re getting to this very important point…)

**Side track: crash course in persuasive writing**

Effective persuasion relies on ‘getting inside someone’s head’. Identify the decision maker, his/her needs, motives, and his/her thought processes will help you target your document appropriately. The key characteristics that you need to consider when assessing your audience is **how they like to gather data and how they prefer to make decisions**.

Engineers tend to belong to the top two quadrants (see figure below), but the personality of potential sponsors is anybody’s guess unless you’ve actually met and observe them. So, try to do your research on them. Or if you don’t have the time, at least try to write your proposal to appeal to logic so that a decision to sponsor you should be quite easily justifiable.

<table>
<thead>
<tr>
<th>Detail-oriented</th>
<th>Pragmatic</th>
</tr>
</thead>
<tbody>
<tr>
<td>• approach things rationally</td>
<td>• result-oriented</td>
</tr>
<tr>
<td>• dislike emotional terms and vague language</td>
<td>• may be impatient with lengthy or detailed material</td>
</tr>
<tr>
<td>• needs lots of detail and facts, formulae, procedures</td>
<td>• use executive summary, ‘bottom line’, bullet point style writing</td>
</tr>
<tr>
<td>• suggested words to use: experience, factual, proven, principles</td>
<td>• suggested words to use: planned, completed, mission, objective, return on investment, competitive advantage</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consensus-oriented</th>
<th>Visionary</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sincerely wants to understand and to feel certain that everyone involved in a decision is comfortable.</td>
<td>• Rely on instinct and intuition</td>
</tr>
<tr>
<td>• open to you as a writer and to the message you are conveying.</td>
<td>• Rise to excitement and challenge</td>
</tr>
<tr>
<td>• sensitive, may pick up inconsistencies between your message and your intent.</td>
<td>• Easily bored</td>
</tr>
<tr>
<td>• suggested words to use: consensus, flexible, adaptable, reliable, dependable</td>
<td>• Tend to jump over technical detail and facts to get to the action</td>
</tr>
<tr>
<td>• Orientation towards passive reflection</td>
<td>• Suggested words to use: lunches, possible, innovative, ingenious, creative</td>
</tr>
<tr>
<td>• Orientation towards thought/logic</td>
<td>• Orientation towards emotion</td>
</tr>
<tr>
<td>• Orientation towards action</td>
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