

INSPIRING our LEADERS of TOMORROW

Getting Speakers for Your Section

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SECTIONS
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How to Invite Distinguished Lecturers?

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Introduction, 1/2

- ▶ Many Sections & Chapters are blessed with outstanding speakers residing in their area
- ▶ In addition, speakers from other parts of the country, or in the world, a.k.a. “Distinguished Lecturers” (DLs) will often agree to lecture in your location if your meetings can be arranged to coincide with their schedule
- ▶ More than 30 Societies/Councils have DL Programs, each with their own offerings



Introduction, 2/2

- ▶ The primary purpose of the DL Program is to provide Sections and Chapters with interesting and informative programs and enhance the professional vitality of members
 - Keeping them informed of new technological developments and applications
 - A special opportunity to come into contact with leading authorities in various fields



Objective of this Presentation

- ▶ During this presentation the principles of the DL program will be described to acquaint you with
 - ...what options are available
 - ... how to arrange for a presentation
- ▶ Incorporating a DL presentation within your local Chapter meetings is an opportunity to:
 - increase member engagement
 - member satisfaction, and
 - enhance the value of IEEE membership



The Distinguished Lecturers Program Objectives

- ▶ Provide quality eminent speakers to Sections and Chapters, Student Branch Chapters and Student Clubs
- ▶ May make lectures available to other IEEE entities as well as to non-IEEE organizations, including colleges and universities
- ▶ Keep members on the cutting edge of trends and developments in Biomedical Engineering
- ▶ Educate the general public about the DL's Society/Council (S/C) and its technical activities
- ▶ Promote the Society and its publications



Who are the Distinguished Lecturers?

- ▶ IEEE DLs are engineering professionals who lead their fields in technical developments that shape the global community
- ▶ These experts specialize in the FOI of their societies/councils
- ▶ Speakers selected on the basis of
 - the high distinction gleaned from their expertise within the field, and
 - known presentation skills
- ▶ Each DL serves a multi-year appointment



How Does the Program Work?

- Typically, the Society webpage lists available speakers and lecture topics
- Groups contacts speaker **directly** to make arrangements regarding the time and location of the presentation
 - In other cases, groups are required to contact a S/C “DL Coordinator/chair” for approval
 - In certain cases, by an application form
- Check at the S/C web page for their particular engagement policies



How to Engage DLs?

- ▶ The hosting Section or Chapter must make all private arrangements with the lecturer
 - The order in which the speaking engagements are accepted and scheduled is typically at the discretion of the lecturer



Funding DL Engagements, 1/3

- ▶ Travel and lodging reimbursement are typically available for chapters and often also for IEEE Section, IEEE student chapter meetings
- ▶ The Section/Chapter and lecturer should discuss if any funding is necessary to perform the lecture prior to the lecture
- ▶ If reimbursement is required, the Speaker (and sometimes the hosting unit) contacts the S/C DL coordinator to preauthorize



Funding DL Engagements, 2/3

Societies/Councils will often NOT fund DLs to lecture for conferences that charge a registration fee!!!



Funding DL Engagements, 3/3

- ▶ The DL is reimbursed to cover the air ticket and/or inter-city travel expenses
- ▶ Overall cost limit typically set to \$1-2.5K,
 - Speakers may combine back-to-back engagements and in certain S/Cs – receive larger reimbursement
- ▶ Local expenses e.g., hotel, food and transportation are expected be provided by the host Chapter/Section
 - Especially encouraged for expensive international trips



Recommended DL Best Practices, 1/2

- ▶ Obtain additional support and commitment by engaging the cooperation of non-IEEE entities
 - In addition to the IEEE section and S/C
- ▶ Meet students to promote establishment of student branch chapters
- ▶ Meet leaders of S/C chapters to discuss leadership opportunities in the societies and IEEE, chapter management, and formation of special interest groups



Recommended DL Best Practices, 2/2

- ▶ Cooperate with local section to organize visits
- ▶ Organize back-to-back DL talks with adjacent Sections
 - May allow more funding from S/C
- ▶ Recommend Industry to be invited to meetings, as applicable
- ▶ Submit article to the (Section and) S/C Newsletter describing the DL visit and its benefits to the membership



Distinguished Ambassador Program (Available by Some S/Cs), 1/2

- ▶ The distinguished ambassador program (DAP) is an outreach program to areas where the S/C has no chapters
- ▶ Intended to enhance services and visibility of the S/C of the society and to the world
- ▶ S/C ExCom will select areas, where S/C sponsored/co-sponsored events will be held, based on current S/C membership distributions



Distinguished Ambassador Program (DAP) (Available by Some S/Cs), 2/2

- ▶ Both IEEE and S/C introductory presentation of and technical presentations in the S/C field of interest are made
- ▶ Requests made according to S/C Policy (possibly to President or VP for Member Svcs)
- ▶ **Financial support for DA visits**
 - Travel expenses of covered by S/C
 - Hosts requested to organize the event
 - A meeting room
 - Advertisements/Publicity for potential members of S/C in the region



Member Visit Program (MVP) or Respected Speakers Bureau (RSB)..., 1/2

- ▶ A program that has enormous potential for providing technical activities to chapters
 - **worldwide at little or no cost**
 - Different from DL/DVP, no financial support from S/G or IEEE
- ▶ Speakers that are well respected and are recommended to the Sections/Chapters
 - In addition to the DL program
 - Speakers may be past DLs or other well known and respected professionals



Member Visit Program (MVP) or Respected Speakers Bureau (RSB)..., 2/2

- ▶ Travel for these speakers is not funded by the society but may be funded by local chapters or may be in conjunction with other travel by the speaker (resulting in no extra travel costs)
- ▶ The Respected Speaker Bureau information may be found in the S/C web site, when available



MVP/RSB Opportunities for Sections/Chapters

- ▶ Recognize the high potential of the program
- ▶ Seize the opportunities; minimal or no expenses involved
- ▶ Local conferences are an ideal source –
 - Keynote speakers
 - Session Chairs
 - Paper authors
 - AdCom members



Common Expectations from DL/DAP Benefitting Entity, 1/2

► Publicizing the Lecture

- Event announced as "sponsored by the IEEE Society/Council under its DL Program"
- Lecturer should be introduced as Society/Council DL
- Section/Chapter is expected to publicize the event by special mailings to all members



Common Expectations from DL/DAP Benefitting Entity, 2/2

▶ **Promoting IEEE/Society/Council**

- DL should present to the audience a S/C overview presentation prior to technical talk
- The Lecturer/Chapter Chair can request the S/C to ship membership promotional material to the event site to be distributed at the lecture



▶ **Reporting About the Lecture**

- Section/Chapter should report in the Regional and Section Newsletter

Conclusions: It is all about Networking!

- ▶ S/Cs utilize the “DL” program as service to chapters and often other OUs as well (Sections, Student Branches, etc.)
- ▶ DL (and its variations) are amongst the most valuable services provided and DL visits are warmly accepted
- ▶ Arrangements and engagements are typically simple and at minimal cost to benefitting entity
- ▶ Consult S/C web site for specific policies and procedures and benefitting entity obligations



Thank You for Your Attention!!!

תודה
Dankie Gracias
Спасибо شكراً
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
Σας Ευχαριστούμ 감사합니다
Бодхонн
Bedankt Děkujeme vám
ありがとうございます
Tack

Getting Speakers for Your Section Track

Dr. Maike Luiken

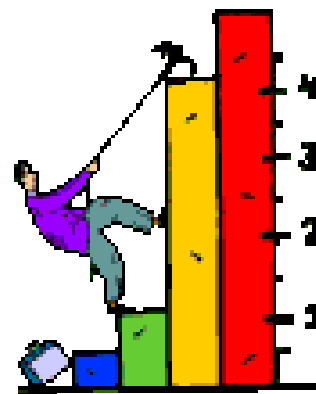
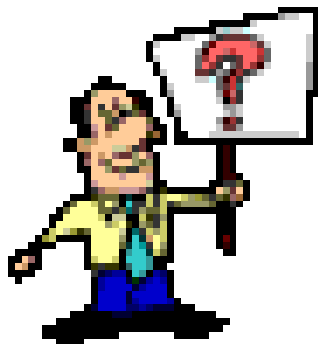
Two Scenarios

1. Your Section decides to organize an event with one or more speakers
2. Your section gets approached by a potential speaker or another IEEE unit or another organization: a speaker or speakers are proposed



Icebreaker

What are some **barriers** to finding a speaker or speakers?



Scenario 1

Before looking for a Speaker

The 5 W's – Speaker Event - Planning & Preparation

- ▶ **Why** do you wish to organize this event? ->
 - what is the purpose of the event
 - Member engagement (social event, Senior Membership promotion,
 - Networking (with students, industry, business, YP,
 - Technical seminar (with a Chapter, with students, industry,
 - other reasons?

Scenario 1

Before looking for a Speaker

The 5 W's – Planning & Preparation

▶ **Who** is the audience ? ->

- The general public
- IEEE volunteers
- IEEE members
- What type of topic would appeal to the audience, would meet the audience's need ?
- Is the audience very uniform or are expecting a very mixed audience?
- How many do you want to attract to the event?



Scenario 1

Before looking for a Speaker

The 5 W's – Planning & Preparation

▶ **When** would an event/seminar/conference be best accessible for the audience ?

- What time of the year/ month? Propose a few dates ?
- What time of day?
- Which day during the week?
- Avoid planning your event when your intended audience is busy (work, exams, other attractive events, ..)



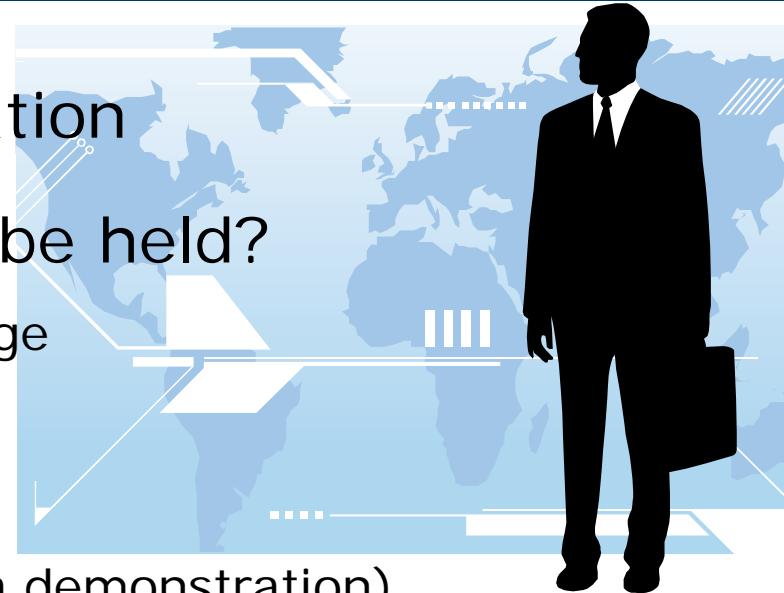
Scenario 1

Before looking for a Speaker

The 5 W's – Planning & Preparation

► **Where** would the event best be held?

- Conference Centre, University / College
- A Company Site, Restaurant
- Close to the audience
- Close to the speaker's location (e.g. a demonstration)
- Assessable by public transport
- Free parking
- Is electronic delivery an option (Web conference, webinar)?



Scenario 1

Before looking for a Speaker

The 5 W's – Planning & Preparation

- ▶ **What** type of topic and **what** type of speaker do you need?
 - Level (well-known, world expert, local, generalist, student ..)
 - Highly technical – very specific, specific technical expertise?
 - General interest, business related, skills related ...
 - Is the speaker expected to entertain, to persuade or to educate?

Scenario 1

Before looking for a Speaker

More questions:

- ▶ Is on-line presentation an option -- if yes – you will need to look at the technical logistics for the speaker and the audience?
- ▶ Is this a paid event or not?
- ▶ Do you need sponsors?
- ▶ Do you have partners for the event?
- ▶ Other questions ...



Scenario 1

Attracting the Speaker

What is the benefit to the Speaker?

- ▶ Visibility for the topic / agenda / speaker / organization -> who and how many are expected to attend the event
- ▶ Advertising of the presentation – before and after the event
- ▶ Access to other interesting people (speaker dinner, meeting the IEEE executive members/organizing committee, meeting other experts, networking opportunity with colleagues, students, partners, organizations)

Scenario 1

Finding / Identifying potential Speakers

How to find speakers?

▶ Who is a good source for suggestions and/or referrals to potential speakers?

- You as the organizer: personally look into your own network for potential speakers and referrals
- Through the section:
 - Section members (Section Committee members) look around in their own networks for potential speakers
 - Feature prominent members of the section and/or their Business associates
- Through the societies/chapters/ affinity groups/ student branches:
 - Distinguished speakers
 - Work with neighbouring sections to feature distinguished speakers
- Ask neighbouring sections for speaker suggestions

Scenario 1

Finding / Identifying potential Speakers

How to find speakers?

▶ Who is a good source for suggestions and/or referrals to potential speakers?

- Academia: universities and colleges
 - Partner on speaker/seminar series with electrical, computer and other appropriate departments
 - Feature professors, graduate students, undergraduate students (possibly also from other departments to broaden the experience - sustainability, other issues)
 - An opportunity for students to give a presentation in a friendly environment

Scenario 1

Finding / Identifying potential Speakers

Look at other partnership opportunities:

- ▶ Professional organizations
- ▶ Student organizations
- ▶ Government labs
- ▶ Service Clubs
- ▶ Municipalities
- ▶ Chamber of Commerce
- ▶ Industry Organizations
- ▶ Public Funders
- ▶ Others like NGOs (non-governmental organizations)



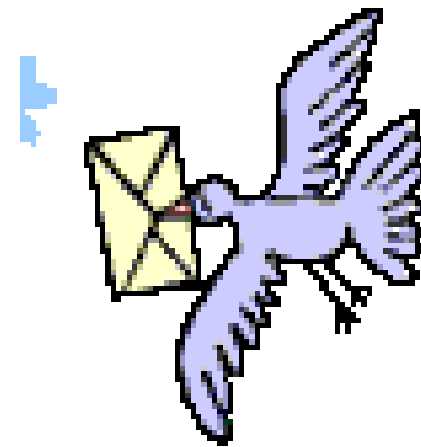
Scenario 1

Finding / Identifying potential Speakers

Look towards the companies/businesses in your section:

► Invite

- CEOs
- Presidents
- Leading engineers and others



- > to present about innovation, industry trends, new applications, technology platforms, community projects, new work at your institution, present awards ...

Scenario 1

Finding / Identifying potential Speakers

Broaden your potential pool of speakers

- ▶ Look at presenting topics adjacent to engineering like:
 - business related topics: marketing, international business, regulations, trends
 - intellectual property and its protection (Patents ...)
 - Soft skills: leadership ...
- ▶ Speakers' bureau – for ideas / possible speakers

Scenario 1

Inviting the Speaker

Invite and the speaker with all pertinent information & discuss

- ▶ Who is inviting? On behalf on which Professional organization?
- ▶ Type of event – Program – Q &A
- ▶ Logistics:
 - When? Proposed Date and Time (possible options)
 - Where, How Long?
 - Food/beverages
- ▶ Expected Audience, number of expected attendees
- ▶ Benefits to the speaker
- ▶ Expectations from the speaker
- ▶ Free event or not
- ▶ Other information

Scenario 1

Discuss with the Speaker

- ▶ Only speaker or one speaker of a number of speakers forming a panel or a workshop
- ▶ In case of a panel, the topics have to work together -> ensure there is no or little overlap and a well-spoken panel moderator
- ▶ Advertising:
 - Biography, Picture,
 - Title of the presentation
 - Abstract
 - Lots of notice
 - Accessibility of the venue
 - Time of day, etc.
- ▶ Travel
 - Parking
 - Hotel night
 - Mileage etc...
- ▶ Celebratory Dinner with the Speaker ... section executive, others



Scenario 1

Advertise and make all arrangements

- ▶ Vtools - advertising, registration, name tags, food selection
- ▶ E-notice
- ▶ Registration (including payments if applicable)
- ▶ Website posting / blog – social media
- ▶ Local media – relevant media
- ▶ Partner invitations (neighbouring sections, academia, business) -- Friends of IEEE Events
- ▶ Arrange logistics



Scenario 1

The Event

- ▶ Be set-up re logistics (audio video, food and beverages, posters to ensure people find the room, directions)
- ▶ Welcome the speaker(s) and the attendees
- ▶ Enjoy the event
- ▶ Make sure you have some questions prepared for the Q&A Session
- ▶ Speaker gift: IEEE SWAG or a donation in the speaker's name to the IEEE foundation, local gift – or none
- ▶ Feedback form on the table: In the feedback form ask the audience – in addition to feedback on this specific event:
 - What topics would you like to hear about
 - Suggestions for speakers
 - Possibly have a draw (for a prize) to encourage attendees to complete the form

Scenario 1

After The Event

- ▶ Speaker Dinner with prominent members of the section (members of the executive, prominent members of the community)
- ▶ Showcase speakers on the website (that gives visibility to the speaker and her or his organization): bio, picture, title, abstract – link to the speaker’s home page or organization’s home page
- ▶ Post Presentations on the web – if permitted
- ▶ If not a member of your section, add the speaker to your list of friends of the section, so that he/she may be invited to all future events of the section
- ▶ Follow-up with a Thank You Note!



Scenario 2

A few remarks

A few points about Scenario 2:



- Most considerations from Scenario 1 are still valid - other than finding the speaker(s). You have a speaker(s), now you determine the fit, the logistics etc.
- Note, optionally, you may decline the speaker who offered to present because:
 - There is no match between the anticipated audience and the speaker or
 - The logistics don't work out.

Some other Suggestions

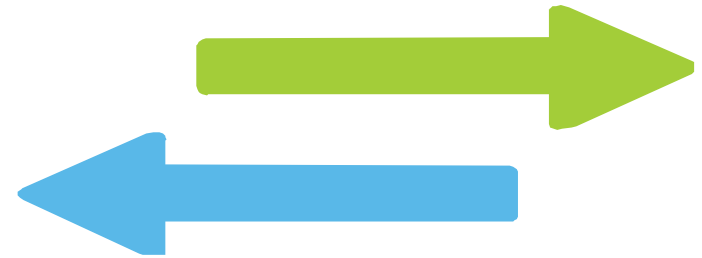
- ▶ Sometimes it is easier to attract speakers if you form a **series of events** (seminars) that generate some traction with the industry, community, section etc. In other words, you **Generate a following**
- ▶ Examples:
 - Seminar series on professional development ... how to find a job, prepare a resume, leadership, effective management, ...
 - Workshops on Photonics
 - Workshops on wireless technologies
 - Seminar series on sustainability
 - About the environment
 - Clean Technologies

Some other Suggestions

- ▶ Use the Webinar or other tools to “beam” a speaker in (IEEE, Skype, other tools):
 - reduces the time and financial commitment (travel) by the speaker AND – at the same time –
 - this type of event can be accessed by the audience members who are remote and would have difficulty attending in person AND
 - a webinar type event can be stored and accessed again at a later date
- ▶ Don't forget: for those who attend the webinar session together, this can still be a very good networking event

Some other Suggestions

- ▶ Use the tools IEEE and partners provide:
 - Vtools, -etc.
- ▶ How to promote the section
- ▶ Have the talk at 2 locations
- ▶ Always think of building your roster or speakers: When you are at events – conferences etc. – make note of good speakers for future reference
- ▶ Have a local speaker who can step in if a scheduled speaker has to cancel for some reason



QUESTIONS

