

# Conference Publicity ≡

## ⇒ Boosting Attendance

*MGA & TA - Conference Best Practices*

*Breakout Session 3*

*Sunday, 21-Aug-2011*

*Saurabh Sinha*

*Empowering Members  
to Create the Future*

**IEEE Sections Congress 2011**

# History

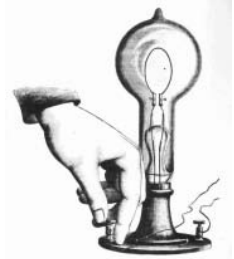


Program of the 1884  
International Electrical  
Exhibition, Franklin Institute,  
Philadelphia, where the AIEE  
held its first technical meeting

Source: Engineers and Electrons by John D. Ryder and Donald G. Fink,  
IEEE Press, New York, 1984

2 8/20/2011

IEEE Sections Congress 2011 ■ 19-22 August



# Publicity - 1884

I think these might be advantageously introduced into this country, if not for general use, at least for particular cases where high insulation is a necessity.

-----+-----

An American Institute of Electrical Engineers.

We give below the "call" that has been issued for the purpose of establishing a national electrical society to which it is suggested to give the name of the "American Institute of Electrical Engineers." We print also the names of the electricians and capitalists and others prominently connected with electrical enterprises, who have already given their hearty adhesion to the project:

The rapidly growing art of producing and utilizing electricity has no assistance from any American national scientific society. There is no legitimate excuse for this implied absence of scientific interest, except it be the short-sighted plea that every one is too busy to give time to scientific, practical and social intercourse, which, in other professions, have been found so conducive to advancement.

The American Societies of Civil, Mechanical and Mining

S. S. Knapp  
E. A. Ladd  
Thos. Mac  
C. O. Mall  
James W.  
W. H. Mc  
George H.  
Frank L.  
H. C. Roe  
S. D. Cole  
George B.  
J. A. Sed  
Frank Sh  
Charles S.  
Gerrit S.  
Geo. W.  
Thos. H.  
L. O. Tib  
P. H. Va  
Chas. J.  
D. Van N  
Edward

Further  
Broadwa

This **first call for participation** read in part:

- "The rapidly growing art of producing and utilizing electricity has no assistance from any American national scientific society. There is no legitimate excuse for this implied absence of scientific interest, except that it be the short-sighted plea that everyone is too busy to give time to scientific, practical and social intercourse which, in other professions, have been found so **conductive to advancement.**"

## Invitation to the AIEE organizational meeting, *Electrical World*, 5 April 1884

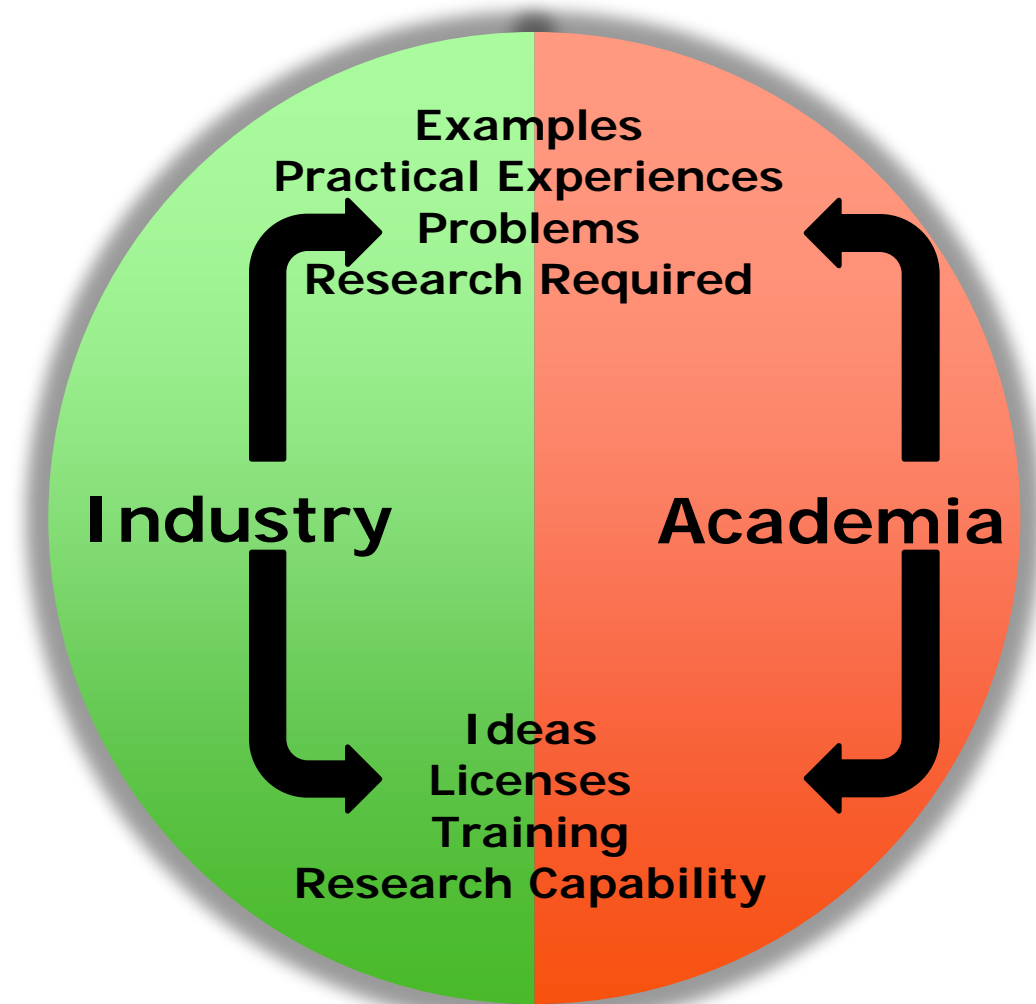
Source: *Engineers and Electrons* by John D. Ryder and Donald G. Fink, IEEE Press, New York, 1984

# Publicity today...

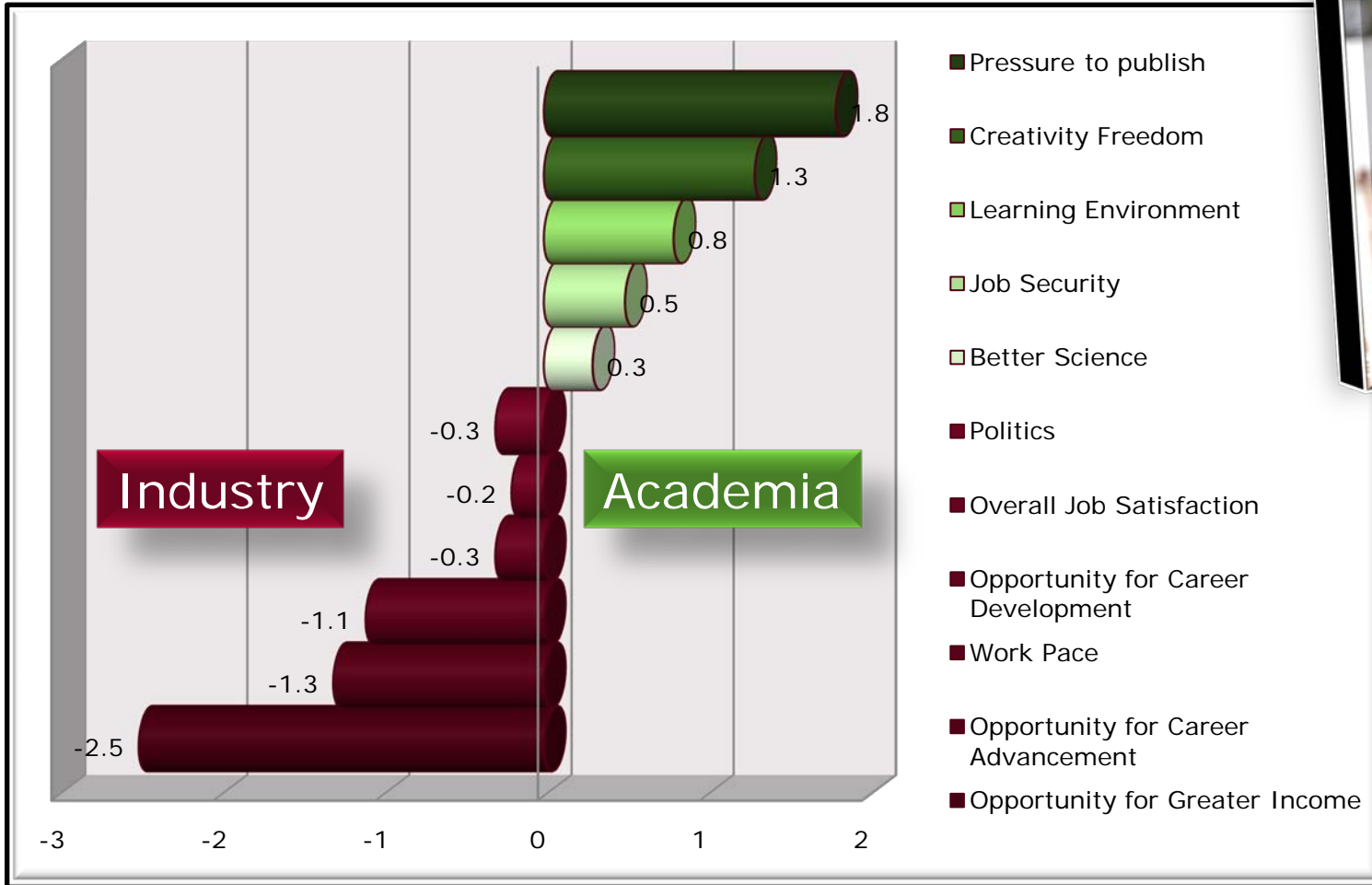
- ▣ Something different
- ▣ For this presentation:
  - Focus: Industry



# Engaging the Industry (1)



# Recognizing the difference



Source: Industry vs Academia: Survey Results. The Scientist. 2001, 15(8):28

# Engaging the Industry (1)



- **Industry track**
  - Abstract / Paper submission
  - Included in CFP
  - Market the Keynote speaker from industry
- **Promote papers** authored and co-authored by industrial participants
- **Industry Advisory Board**
- **Industry - Exhibition?**
- **Continuing Education Credits?**
  - Tutorials
  - Best practices
  - Professional activities
- Engaging the **IEEE Standards Association**
- **Build partnerships**
  - Recruit & **retain** partners



# Engaging the Industry (2)

- Marketing techniques:
  - A **pre-conference** “Executive” Breakfast to Recruit Industrial Sponsors and Attendees
  - Ahead of a **budget** planning cycle?
  - **Sponsorship brochure?**



- **Participatory approach**
- **Registration** lists?
- **Destination** with a **purpose?**
  - A different alternative, a **cruise?**

- Include **conference announcements** between their product adverts, they will notice it!

- You may also attract an exhibitor?

- **Different approach** for SME and larger firms

- Does the firm have a **R&D division?**

- **Tax benefits** (skills development?)





# Attracting the Young Professional – “Do’s”



- Be **direct and to the point**. Use words like "engage," "interact" and "experience."
- **Provide reviews** from people who have attended in the **past**.
- Emphasize "**learning about the latest**."
  - Focus on the **cutting edge**.
  - Be young and attention- making young people feel like they're the first to know something.
- **Make e-mails Smartphone** friendly.
- Explain **networking** and **career-building opportunities**.

Source: [IEEE Conference Organizer's News \(Feb. 2011\)](#)

# Attracting the Young Professional – “Do not’s”



- Produce complicated or overdrawn messages.
- Use cliches or jargon.
- Condescend.
- Use the word "traditional," which sounds dated.
- Send e-mail attachments.
- Talk about awards that senior industry professionals are going to receive.
- Use the word "seminar," which sounds like an event for grandparents.
- Emphasize exhibitors, patrons and sponsors.
- "Spam" with too many pre-event e-mails.
- Source: Center for Exhibition Industry Research (CEIR) - "The Power of Exhibitions in the 21st Century: Identify, Discover and Embrace Change From the Point of View of Young Professionals"

Source: [IEEE Conference Organizer's News \(Feb. 2011\)](#)

# Identifying Influencers: Harnessing The Power Of Individuals

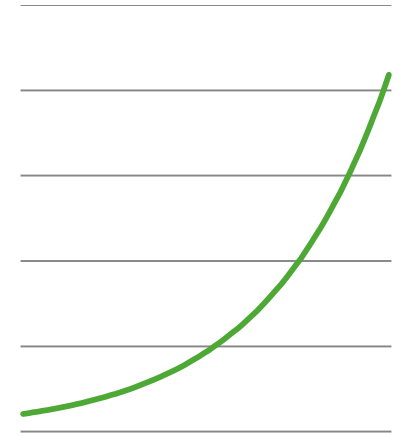
- ▣ Identify mass influencers
- ▣ Deliver groundswell customer service
- ▣ Empower these individuals with information
- ▣ Amplify your fans



Source: Jeff Hurt's Blog - "Identifying Influencers: Harnessing The Power Of Individuals"

# Boosting attendance

- Price bundling for attendees
- Price bundling for exhibitors
- Piggyback your meeting
- Make travel easy
- Get free publicity
- Advertising exchanges
- Extend your early-bird rate
- Couple membership dues and meeting fees
- Use graphics
- Use the Web (incl. Social Media)
- Branding



Source: Meetingsnet.com

# Where to find this Presentation:

This and all Sections Congress 2011 presentations will be available for view at the IEEE Center for Leadership Excellence website.

Visit us for this and other Volunteer Leadership training specifically designed to train volunteers like you!

Let us know what you think:

<http://www.ieee.org/go/cle>