



FINAL IEEE PUBLIC VISIBILITY MESSAGING – 13 September 2009

Tagline:

IEEE... Advancing Technology for Humanity

Positioning Statement:

IEEE is the world's largest professional association advancing innovation and technological excellence for the benefit of humanity. IEEE and its members inspire a global community to innovate for a better tomorrow through its highly cited publications, conferences, technology standards, and professional and educational activities. IEEE is the trusted "voice" for engineering, computing and technology information around the globe.

Elevator Speech:

The 1-line Response:

IEEE is the world's largest professional association advancing technology for the benefit of humanity.

The 15-second Response:

IEEE is the world's largest professional association advancing technology for the benefit of humanity. We publish technical journals, sponsor conferences, develop technology standards, and support the professional interests of more than 375,000 members.

The 30-second Response:

IEEE is the world's largest professional association advancing technology for the benefit of humanity. We publish technical journals, sponsor conferences, develop technology standards, and support the professional interests of more than 375,000 members. IEEE creates an environment where members collaborate on world-changing technologies – from computing and sustainable energy systems, to aerospace, communications, robotics and healthcare – to engineer a better tomorrow.

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