Publicizing Your Conference

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Outline

- What do we mean by “news?”
- What is publicity?
- Why is publicity necessary?
- Won’t it just happen by itself?
- A PR strategy is necessary
- Key issues
- Who is a journalist, and who isn’t?
- No single “right” way to do publicity
- Tips of the trade
- Q&A

What do we mean by “news?”

- New information about recent discoveries, events or happenings
  - ✓ who, what, when, where, why, and also how
  - ✓ must be meaningful to the target audience
  - ✓ must be considered worth reporting by the news media

- How a journalist sees it “Impacts a great number of people… can be calculated as a great deal of money…has big-name people in it…or just otherwise shows a dramatic improvement that can be quantified.” – Don Clark, *Wall Street Journal*

What is the difference between news and advertising?

- News is “free” – editors do not charge for writing about your conference; however, you cannot control what they write.
- Advertising is paid – a publication or a website charges a specific amount for a specified ad size. You have 100% control of the message.

News . . .

Written by the editor or journalist, based on press releases or interviews, or attendance at the conference.

2007 IEDM PREVIEW

News Report

Researchers Reach For Higher Frequencies At 2007 IEDM

Researchers seek to extract more power and efficiency, and higher operating frequencies from electron devices using a variety of structural and process-oriented modifications.

JACK BROWNE
Technical Director

Each year, those interested in electron devices have the opportunity to assess the state of the art in device physics, processes, packages, and modeling approaches. That opportunity takes place at the annual IEEE International Electron Devices Meeting (IEDM), scheduled for December 10-12, 2007 in the Hilton Washington Hotel (Washington, DC). The IEDM is sponsored by the IEEE Electron Devices Society and features hundreds of technical presentations on devices, interconnections, and methods of modeling them. What follows are "RF-centric" summary of key presentations to be made at the upcoming 2007 IEDM. For those interested in more than RF, such as memory, power electronics, nanodevices, and more, please visit the conference site at www.ieee.org/conference/iedm for additional details on the conference and its many technical sessions.

In a session on "Quantum, Power, and Compound Semiconductor Devices—HEMTs for Microwave, Millimeter-Wave, and Digital Applications," R. Lai and associates from Northrop Grumman Space Technology (NGST, Redondo Beach, CA) and NASA's Jet Propulsion Laboratory (Pasadena, CA) will share details on their study of indium phosphide (InP) high-electron-mobility transistor (HEMT) device technology. By fabricating sub-30-nm InGaAs/InGaAsP device structures, they were able to extrapolate maximum frequency of oscillation of above 1 THz with unilateral gain to 1.2 THz and maximum stable gain (MSG) to 1.1 THz.

To demonstrate the capabilities of the devices, they were installed in a three-stage common-source low-noise monolithic microwave integrated circuit (MMIC) amplifier. The amplifier achieved 6-dB gain per stage at 300 GHz and 3 dB gain per stage at 340 GHz. To further improve performance, device modifications on the baseline NGST InP HEMT process were applied, including the reduction of gate length from 75 nm to less than 50 nm using electron-beam lithography.

Following the refinements, on-wafer measurements were made on the low-noise MMIC amplifiers. They yielded 23-dB total amplifier gain at 283 GHz, with 18 dB total amplifier gain at 300 GHz and 13-dB amplifier gain at 340 GHz. The results closely match computer-simulated values and are consistent with extrapolations based on measured S-parameter data through 110 GHz.

In the same session, Seong Jin Kim and associates from the Seoul National University, School of Electrical Engineering and Computer Science (Seoul, Korea) will present results on reduced-gate-length InAlAs/InGaAs metamorphic HEMTs. The researchers had achieved cutoff frequency of 450 GHz for 28-nm gate-length devices previously, and decided to scale their devices further, aiming for transistors with 15-nm gate length by means of a unique sloped etching process (MEP). By extrapolating the results of on-wafer RF measurements (through 330 GHz), the researchers obtained a cutoff frequency of 610 GHz and maximum frequency of oscillation of 305 GHz.

Also in that early session, Y.L. Chow and another team of researchers from NGST (Redondo Beach, CA) and the Naval Research Laboratory (NRL, Washington, DC) will offer details on 100-nm InAlN/AlN/GaN HEMT low-noise amplifiers (LNAs) fabricated on 3-in. SiC substrates. The intent of the LNAs is to fuel phased-array system applications with extremely low power consumption (2 mW or less). By controlling the wet etch time, the researchers have discovered that they can precisely control the gate recess width, resulting in good RF yield. Their extrapolated current-gain cutoff frequency is better than 200 GHz for devices biased at a drain-source voltage of 1.5 V and a gate-source voltage of −0.1 V. When used in X-band LNAs operating at 0.5 V drain-source voltage and 6.7 mA drain-source cur-

Advertising . . .

Half-page paid ad in a trade journal

Inline Optical Spectroscopy for Advanced Gate Stacks

High-k Thickness/Composition + IL Thickness Across Sample Wafer

IITC

2008 IEEE International Interconnect Technology Conference

June 2-4, 2008 • Hyatt Regency at San Francisco Airport • Burlingame, California

For more information or to register online, please visit the 2008 IITC website at: www.ieee.org/conferences/iitc or call Wendy Walker at 301-527-0900 ext. 104 • fax at: 301-527-0994 • email at: iitc@his.com.

Outline

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- What is publicity?

What is publicity?

- Use of news media, blogs & web sites as a conduit to reach your target audience(s).
  - ✓ trade/industry/scientific news outlets
  - ✓ high-profile business/financial media
  - ✓ local newspapers, radio and TV stations
  - ✓ social media (Wikipedia, etc)
  - ✓ advertising can be considered an element of publicity, too

Social media...

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Why is publicity necessary?

- To help build awareness and interest in a news conference
- To help maintain the stature and prestige of an existing conference
- To increase paid attendance
- To generate interest in presenting and exhibiting
- To promote a wider exchange of significant technical information
- To recognize the contributions of individuals and organizations

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Won’t it just happen by itself?

- Intense competition for media attention
  - ✓ hundreds of news releases/week
  - ✓ many topics to choose from
  - ✓ fewer reporters and editors than ever
  - ✓ far fewer journalists with technical backgrounds (they require context for conference news)
  - ✓ restricted travel budgets for journalists (only attend conferences of value to their readers)
  - ✓ constant deadline pressure

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A PR strategy is necessary

- Directs & focuses your efforts
- Enables efficient use of time & other resources
- Provides a basis for measurement & improvement

A PR strategy is necessary

- Fit the strategy to your overall objectives
  (Can be multiple choices)

  - ✓ increase attendance?
  - ✓ communicate changes in the Call for Papers?
  - ✓ promote a new location, award winners, etc.?
  - ✓ draw attention to local activities during the conference?
  - ✓ compete with other conferences?
  - ✓ support your exhibitors?
  - ✓ promote research breakthroughs?

Basics of Conference Publicity

- Press release announcing “Call For Papers”
  - Four to six months in advance of conference
  - Widens the scope and reach of the Call
  - Provides advance promotion/preview of the conference
  - Serves as a reminder to regular/returning attendees
- Main conference press release
  - One to two months in advance of conference
  - Covers main theme of the conference
  - Answers Who/What/When/Where/How
  - Contains quotes from conference organizers

Basics of Conference Publicity

- "Tip Sheet" for technical conferences
  - Send out with main release (one to two months out)
  - Use when paper abstracts are NOT embargoed
  - Highlights relevant/significant papers
  - Provides context for editors, attendees
- Post-conference press release
  - Within one week (or sooner) of conference end
  - Useful for "embargoed" conferences
  - Wraps up and summarizes conference for editors

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Key issues

- Maintain an external focus (think like an editor - why is this news important to readers)
- Assign publicity to a committee member who will be involved and who wants to do it
- Two primary skills required
  - ✓ Writing (write like an editor - important facts first)
  - ✓ some knowledge of how the media works
- When to consider professional advice/support

Key issues (cont.)

- First Call for Papers is a good time to begin media outreach
- Even though most publications are now online, time the main release of news with print publishing lead-times in mind – three months (for monthly publications)
- Always try to provide good photos/images, along with captions for context

Examples of good photography

ELEKTRONIK

IEDM 2006 – «Moores Law» geht weiter

Von Klaus H. Knapp*

Das 52. International Electron Devices Meeting (IEDM, 11.–13.12.2006) in San Francisco wurde auch diesmal wieder seinem Ruf gerecht, die bedeutendste Elektronikkonferenz der Welt zu sein. Rund 2000 Teilnehmer und mehr als 230 Referate sorgten für entsprechende Aufmerksamkeit, besonders auch auf den «klassischen» Arbeitsgebieten.

Verkleinerung ist die Triebfeder hinter den Entwicklungsaktivitäten bei den DRAM. Nur so lässt sich der jährliche Preisverfall von 25 % pro Bit und mehr überhaupt realisieren. IBM zeigte ein eDRAM für die Integration auf Mikroprozessoren. Der in Silicon-on-Insulator-Technik (SOI) entwickelte Baustein wurde in 65-nm-Technologie hergestellt und hat eine Zellfläche von 0,127 µm². Das ist nur unwesentlich grösser als entsprechende DRAM aus Bulk-Silizium, die heute in 65-nm-Technologie bei etwa 0,11 µm² liegen. Der Baustein ist mit seinen 2 Mbit Speicherkapazität als Cache-Speicher gedacht, zeigt eine Zugriffszeit von 1,5 ns bei 1 V Versorgungsspannung und 105 °C Umgebungstemperatur. Mit diesen Daten dürfte es das schnellste jemals gebaute «embedded DRAM» der Welt sein.

Ebenfalls auf SOI, aber auf ein «Floating Body» setzte Toshiba, die ein kondensatorloses RAM für die 32-nm-Technologie untersuchte. Das SOI selbst wird dabei als Kondensator-Ersatz genutzt. Toshiba baute einen 16-Mbit-Speicher, der auch noch unter die 32-nm-Grenze miniaturisiert werden kann.

Grosses Speichervolumen

Qimonda aus Dresden zeigte gemeinsam mit Kollegen von Infineon und Nanya eine klassische 58-nm-DRAM-Technologie. Der 512-Mbit-Speicher verwendet einen «Deep-Trench»-Kondensator für die Abspeicherung der Daten. Der vorgestellte Entwurf ist als künftiger Nachfolger für das gerade vor ein paar Wochen produktionsqualifizierte 75-nm-DDR2-DRAM anzusehen.

Samsung stellte einen 32-Gigabit-NAND-Flashspeicher vor, dessen Zellfläche unter 0,01 µm² liegt. Er wurde mit Immersions-Lithografie strukturiert und in 40-nm-Technik gefertigt. Wegen des unglaublich grossen Speichervolumens – man könnte ihn ohne weiteres in einem Mini-Laptop als Festplatten-Ersatz einsetzen – kommt der Chip auf eine Fläche von 230 mm².

Einen progressiven Phasenwechselspeicher (PRAM) stellte ein Team von IBM, Infineon, Qimonda und Macronix vor. PRAM werden als nächste Generation nicht flüchtiger Speicherbausteine angesehen. Das Prinzip geht von einem Wechsel der physikalischen Kristallstruktur des Grundelements bei Anlegen eines Impulses aus: Diese Veränderung steht dann entweder für eine logische «0» oder eine «1». PRAM lassen sich mit wenigen Prozessschritten fertigen, haben eine gute Langzeitkonstanz und höhere Schreibgeschwindigkeiten als die heutigen Flash-

Die Golden-Gate-Brücke in San Francisco steht in diesem Jahr als optische Ikone für die 52. IEDM.

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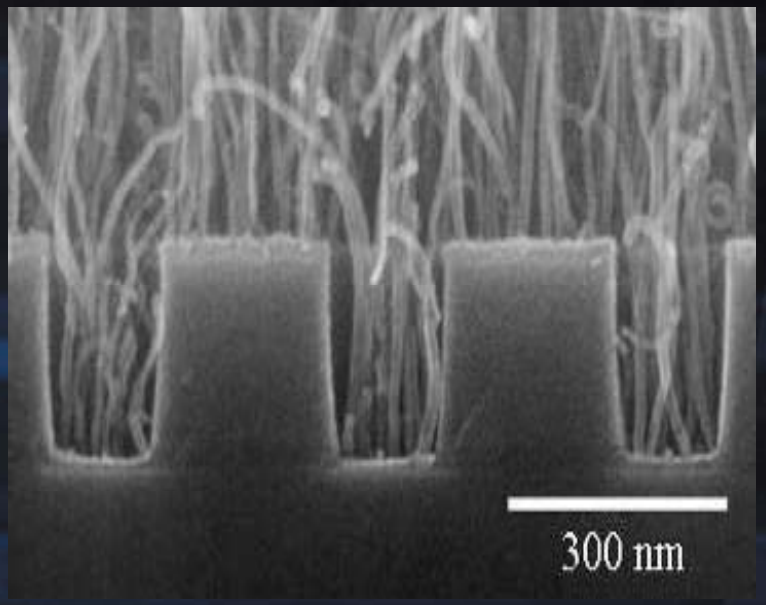
SWISS ENGINEERING 10/06



"Forest" of carbon nanotubes, IITC 2007

Key issues (cont.)

- Provide legitimate journalists with complimentary registration, short courses, copies of proceedings, CDs
- Make available a “press room” where journalists can work onsite
- Treat worldwide media the same as host country media
- Link to the press kit from the conference’s web site
- Issue press kit (releases, tip sheet, images/photos) on CD or memory stick
- Define who is a legitimate journalist

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Who is a journalist, and who isn't?

- Definitely
  - ✓ employees of established news organizations
  - ✓ freelance writers who can provide work samples
- Possibly
  - ✓ bloggers
  - ✓ Industry analysts
- How to decide:
  - ✓ history with the person (have they attended before?)
  - ✓ their purpose in attending (primarily reporting or commercial?)

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No single “right” way to do publicity

- ISSCC
  - ✓ press meetings prior to the conference
  - ✓ most press coverage is “embargoed” until conference
  - ✓ multiple press conferences held onsite
- IEDM
  - ✓ e-mail/phone media outreach prior to conference
  - ✓ no embargo on press coverage prior to conference
  - ✓ one press conference onsite, on first day
- IITC
  - ✓ e-mail/phone media outreach prior to conference
  - ✓ no embargo on press coverage prior to conference
  - ✓ individual meetings with Publicity Chair onsite

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Tips of the trade

- Journalists' deadlines are critical
- The easier you make it for them, the more publicity you'll get
- Good photos and captions are extremely beneficial
- Allow complimentary registration & proceedings
- Every new aspect of a conference isn't always seen externally as "news"
- Work closely with participating companies' PR staffs

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Thank You!