

IEEE Expert Now

Best Practices for Organizing a Section/Chapter Event

Getting Started...

- ◆ Allow about 8 weeks to plan and organize the event. Engage the assistance of fellow volunteers and members, especially student members, to help with the event.
- ◆ Create a budget for the event and determine the fee, if any, that attendees will be charged and who will be charged (e.g. non-members vs. members).
- ◆ Consider scheduling the event to maximize Membership promotion which would be:
 - ◇ After 1 March, for one-half year membership applications, or
 - ◇ After 15 September, for full-year memberships, which provides the benefit of 3 months of additional membership.
- ◆ Engage a student branch(es) as an opportunity for students to a) learn, b) network with experienced engineers, and c) assist with administration.
- ◆ Choose one to three courses to show at the event . See course catalog at <http://ieeexplore.ieee.org/modules/modulebrowse.jsp>
 - ◇ Multiple courses can be exhibited simultaneously in different rooms and can be presented more than once at the event.
 - ◇ Courses are approximately one hour in length, so also allow time for questions.
- ◆ Identify a location for the event and consider the following:
 - ◇ The number of rooms needed—how many courses will be offered?
 - ◇ Recruiting a local company to help sponsor the event (e.g. provide conference space, food, computer, projector, etc.).

Preparing for the Event...

- ◆ Access to selected courses will be provided online or on CD a few weeks prior to the event.
 - ◇ **IMPORTANT:** Check that course CD runs properly on the equipment that you will be using at the event. See technical requirements at www.ieee.org/web/education/Expert_Now_IEEE/tech_req.html
- ◆ Consider utilizing portable speakers to maximize attendees' opportunity to hear the audio.
- ◆ Recruit a local expert speaker on chosen topic to present the course and answer questions.
- ◆ Plan to have space to present the benefits of IEEE Membership and make available Membership applications, brochures, and IEEE Expert Now flyers.

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Promoting the Event...

- ◆ Distribute an announcement by e-mail, local newspapers, IEEE notice service <http://www.ieee.org/organizations/vols/e-notice/> , and on your website.
- ◆ Allow ample time for the announcement to circulate.
- ◆ Request membership promotion materials from Membership Development Supply at <http://ewh.ieee.org/forms/md/supplies.php> (allow 4 weeks for shipments to reach you).
- ◆ Send a reminder to registrants within two or three days of the event.

At the Event...

- ◆ Prominently display an agenda showing the hourly breakdown of course presentations.
- ◆ Provide name tags for all attendees.
- ◆ Present the benefits of IEEE membership & distribute membership applications.
- ◆ Photograph the event.
- ◆ Invite local media .
- ◆ **Strongly encourage the attendees to complete and return the feedback surveys, making note that in order to receive CEUs, a survey needs to be completed and returned for each course presentation that they attend.**
- ◆ Distribute IEEE Expert Now flyers and/or brochures provided by IEEE EAD.

After the Event...

- ◆ Conduct an “after action” team / committee discussion to evaluate the success of the event.
- ◆ Summarize feedback received from the attendees.
- ◆ Post a report and pictures from the event on your Section / Chapter homepage.
- ◆ Report this Section / Chapter activity into Regional Activities as a meeting .
- ◆ Perform an “after action” review with IEEE EAD Staff which includes:
 - ◇ Return CDs of the courses (if used) to EAD within one week of the event.
 - ◇ Send the completed feedback surveys to EAD Staff and then IEEE CEUs will be issued directly to the attendees who returned completed surveys.
 - ◇ Provide EAD Staff with feedback about the event or suggestions for inclusion in the program’s Best Practices document.

To participate in this program, email expertnowinfo@ieee.org