**Industry Engagement Model Event Overview:**

**- Industry Leader Seminar**

**Description**: This event type focuses on a securing speaker(s) with credibility, influence, knowledge or position/power that will attract a large, targeted audience.

The ‘star’ power of the speaker will be relative to the ambition and goals of the organizers. If the goal is to attract an audience from a metropolitan area, the speaker may be a local expert; if it is a regional or international audience, the speaker required must be a much more prominent individual

Overall, it is a simple single track event requiring a venue, food and beverage planning, registration, basic audio, visual and some limited logistical activities. (Some speakers allow the video recording of their talk for other uses) The most critical ingredient is identifying a speaker and securing a date.

**Target Audiences** – Roles, industries, career stage and location

The OU must assess and define these critical factors as a first step in the planning process. Many of the following decisions are dependent on the analysis and decisions made in this step.

**Sponsoring OU Goals**:

* Change perception of IEEE value for industry engineers by providing appropriate programming
* Create engagement with industry engineers
* Engagement with industry organizations
* Reach industry engineers who are not IEEE members

**Sponsoring OU Benefits**:

* Create volunteer engagement activities for industry engineers members
* Improved satisfaction and increase engagement among industry engineers
* Improved relations and new opportunities with industry organizations
* Prospect list for new members
* Content that can be curated and reused in other areas

**Participant Goals:**

* Obtain knowledge and information on technical issues impacting their industry and career
* Networking with others in my industry, technical field or geographic area
* Engagement with industry organizations

**Participant Benefits:**

* Access to information and individuals not available in traditional channels and formats
* Expended network of contacts and resources

**Speaker Identification**: The core of this type of event IS the speaker. Obtaining an individual with the ability to attract and audience and deliver a memorable message is critical. To some extent, securing a speaker may be one of the first steps. As a result, allocation of ample thought and time is required.

Please see “Identifying Speakers” resource document

**Typical event size**

* Local Event – 50 -100
* Regional Event – 150 -250
* National or International – up to 500

**Typical event length**

* Local Event – 4 hours
* Regional Event – 4-6 hours
* National or International – up to full day

**Example Planning Documents**

* Prototypical budget – SEE ATTACHED
* Registration fees
* Event Plan – Venue specs, F&B/ A/V specs and estimated costs
* Event Run of Show
* Marketing and communication plan

**Examples:**

IEEE Computer Society - http://www.computer.org/web/rock-stars/