Public Visibility Initiative and IEEE Tagline

Intro to Regions/Sections

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Public Visibility: Defining the Mission

A communications initiative that seeks to raise IEEE's visibility and create a global "voice;" increasing public understanding of how engineering, computing & technology benefit humanity; positioning IEEE as *the* world's trusted source and forum.

Big Audacious Goal: Make IEEE a household name

- *17 June 2007 - Be It Resolved…*The IEEE President will task a volunteer/ staff ad-hoc committee to develop a proposal for moving this effort forward. The proposal will outline a process by which the IEEE will develop and maintain a long-term, integrated public visibility plan. It will be informed by data, coordinated among the efforts of other IEEE OUs …

Public Visibility
3 Central Components

Countries

Audiences

Hot Topics

10 Countries   4 Audiences   6 Hot Topics

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Public Visibility – 2010 Focus
Target Countries / Audiences / Hot Topics

Target Countries

Brazil	**Japan**
Canada	**Mexico**
China	**South Korea**
Germany	**UK**
India	**US**

Target Audiences

- **University**
- **Pre-University**
- **Professionals**
- **Members/Volunteers**

Hot Topics

Consumer Electronics	Healthcare
Sustainable Energy	Education
Sustainable World	Infrastructure

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Positioning & Messaging

Messaging	Definition	Example of How Regions/Sections Can Use
✓ Positioning Statement	Short description of what IEEE offers and what makes it different	Incorporate into region/ section site content and collateral
✓ Elevator Pitch	Descriptor about IEEE that can be delivered in seconds	Promote to region/ section members
✓ Tagline	Memorable phrase emphasizing IEEE's essence & reinforcing audience's identity with the IEEE brand	Use broadly
✓ One Voice Video	Video produced by IEEE encouraging member pride in being part of IEEE. Available in English, Spanish, Chinese and closed captioning	Present at region/ section meetings
✓ Tagline Video	Video produced by IEEE introducing the IEEE tagline	Use broadly
✓ IEEE Boilerplate	Descriptive paragraph about IEEE for use with media	Include in region/ section press releases
✓ IEEE Messaging Architecture	Themes that IEEE wants to promote to audiences	Incorporate into region/ section site content and collateral

Positioning Statement

IEEE is the world's largest technical professional association advancing innovation and technological

IEEE Tagline: Advancing Technology for Humanity

IEEE: ONE VOICE
FOR ENGINEERING, COMPUTING & TECHNOLOGICAL INNOVATION

◆IEEE

Elevator Speech Who is IEEE?

IEEE is a global association focused on advancing technology for the benefit of humanity. We offer

Global Public Relations
2009 Was a Great Year!

Top Tier Coverage
Example

Top 10 Most Visited UK Newspapers — 7 out of 10

#	✓	Newspaper
1		The Sun
2	✓	Guardian
3	✓	Daily Mail
4	✓	Mirror
5	✓	Times
6	✓	Daily Star
7	✓	The Independent
8	✓	Telegraph
9		News of the World
10		Evening Standard

Top 10 Most Visited India Newspapers — 6 out of 10

#	✓	Newspaper
1	✓	Times of India
2	✓	Hindustan Times
3	✓	Deccan Herald
4		Indian Express
5		Mid-Day Mumbai
6	✓	Hindu
7	✓	Dainik Bhaskar
8	✓	Telegraph
9		Statesman
10		Afternoon Dispatch & Courier

Top 10 Most Visited US Newspapers — 8 out of 10

#	✓	Newspaper
1	✓	USA Today
2	✓	Wall Street Journal
3	✓	The NY Times
4	✓	The LA Times
5		Washington Post
6	✓	Chicago Tribune
7		NY Daily News
8	✓	Philadelphia Inquirer
9	✓	*Denver Post/Rocky Mountain News*
10	✓	Houston Chronicle

Top 10 Most Visited China Newspapers — 6 out of 10

#	✓	Newspaper
1		Apple Daily
2	✓	Oriental Daily News
3	✓	Ming Pao
4	✓	Sing Tao
5	✓	South China Morning Post
6		Sun
7	✓	Hong Kong Standard
8	✓	China Daily
9		Ta Kung Pao
10		Hong Kong Commercial Daily

Public Visibility
Technical Experts

Screening & Vetting ↑

Media Interviews
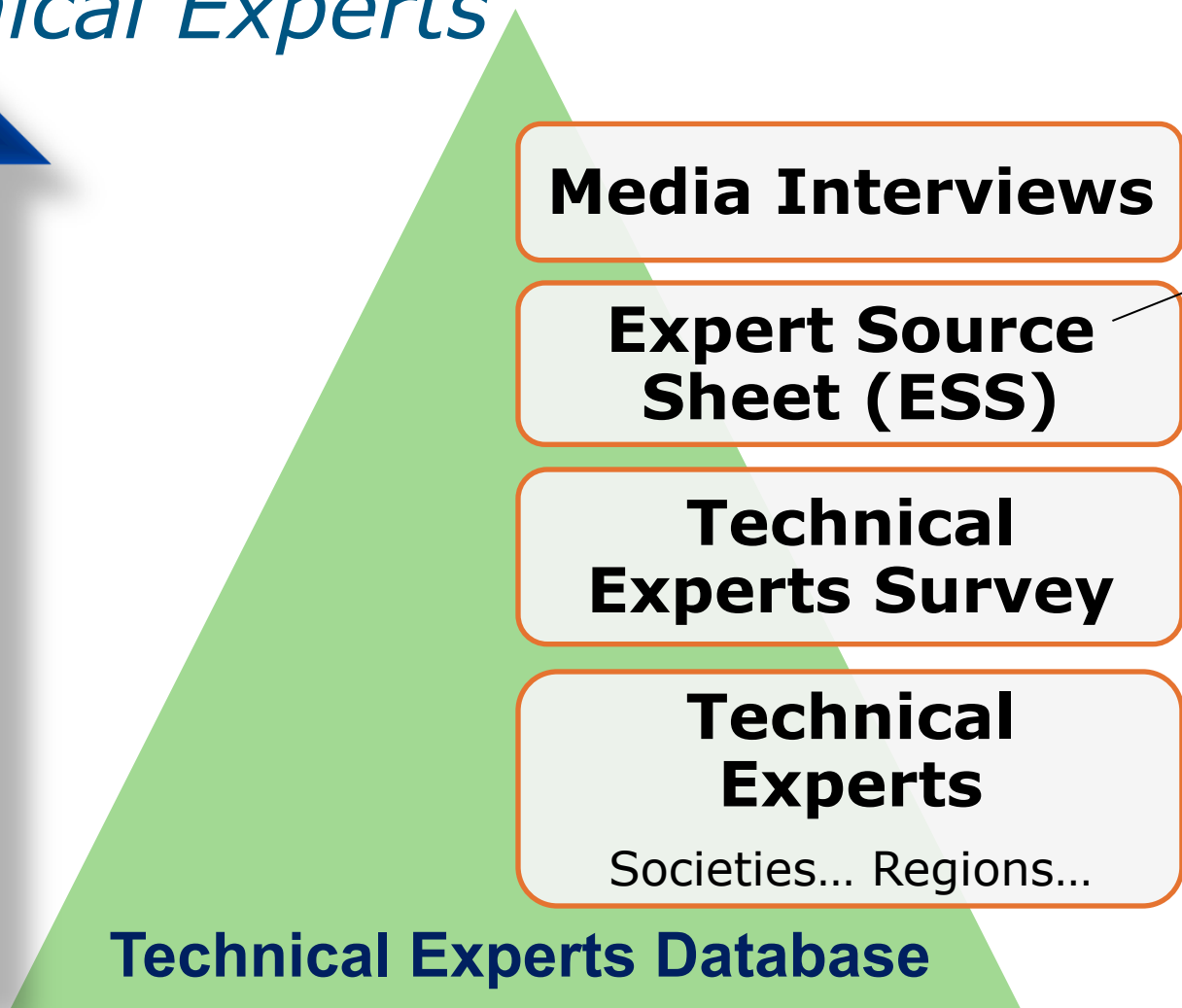
Expert Source Sheet (ESS) — Assures IEEE Attribution

Technical Experts Survey

Technical Experts

Societies... Regions...

Technical Experts Database

... at the center of the program.

Public Visibility
IEEE Tagline

- Tagline approved by Board in September '09

  Advancing Technology for Humanity

- Based on research in 10 countries and 4 audiences

- Registration of Tagline – U.S. Patent Office

- Tagline Rollout in 2010
  - Use in corporate materials
  - Tagline-inspired Video
  - www.ieee.org homepage FLASH
  - New PowerPoint template

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IEEE Tagline

Significance of these four words

- Reflects IEEE mission and vision
- Incorporates IEEE's positioning statement and messaging
- Illustrates how innovations by IEEE and its members positively impact the world
- Helps build the public's understanding and appreciation of technology and engineering
- More info at www.ieee.org/tagline

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Tagline FAQs
Frequently Asked Questions

Tagline Q & A

   www.ieee.org/tagline

- ✓ What is a tagline?
- ✓ What Is the significance of this tagline?
- ✓ How was the tagline selected?
- ✓ How and when should the tagline be used?
- ✓ Should the Master Brand (IEEE logo) without the tagline still be used in all other cases?

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IEEE Tagline Video
Play video

Tagline video on IEEE TV:
http://www.ieee.org/portal/ieeetv/viewer.html?progId=121511

Tagline video on IEEE Brand Videos site:
www.ieee.org/go/brand_videos

How can Regions/Sections Help?

- Continue to use the master brand on your web sites and newsletters

- Promote the tagline & IEEE brand identity

- Show the videos (www.ieee.org/go/ brand_videos)
  - Tagline
  - One Voice

- Incorporate positioning and messaging into everything you do

- Identify Technical Experts in "Hot Topic" areas across target Global-10 countries.

QUESTIONS?