Developing Interesting and Successful Branch Events

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Brainstorming

✓During ExCom meeting, have members brainstorm on ideas

✓When considering an event, ask the following questions:

- Is it relevant to the target audience?
- Will it add value to their professional, social or technical advancement?
- Will it help to retain our members?

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Brainstorming

✓<u>Example</u>: Computer Security talk for ECE and computer science students

- Is it relevant to the target audience?

- Will it add value to their professional, social or technical advancement?

- Will it help to retain our members?

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Brainstorming

✓<u>Types of Events:</u>

- Technical
  - Speaker comes in and talks on specific subject
- Professional Development
  - Have speaker teach you some non-technical aspects of engineering
- Social
  - Networking opportunities

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Brainstorming

✓ Target audiences
- Don't just focus on ECE! – IEEE is dedicated to all types of fields:
  - Computer Science/IT
  - Electronics
  - Wireless and Wired Communication
  - Biomedical/Medical Sciences/Physics
  - Computers/Computing/Networking
  - Power Systems
  - Statistics/Mathematics
  - Image and Signal Processing
  - Ethics/Education

Surveys

✓ Each group of students are different and some events may be specific to their needs:

✓ Use surveys to:
- See what could be improved
- What's important to them
- What type of activities they would like to have

Don't overdo it – make it biannually?

Joint Events

✓ Have joint events with:

- ▪ <u>Department</u>: what contests do they have annually that you and IEEE can help out with?

- ▪ <u>Affinity Groups/Chapters</u>: keep in touch with the groups (many of the events are relevant to undergrads, networking opportunities)

- ▪ <u>Section</u>: see if any large events that could use volunteers, or where you SB could play a major role

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Each Event

✓ Introductory powerpoint:
  - ▪ IEEE and Student Branch Activities
  - ▪ Past/Current Events
  - ▪ *Member Benefits*
  - ▪ Who current ExCom is (and contact info)
  - ▪ Tell them about GOLD (they will graduate!)
✓ Attendance sheet
  - ▪ Get email information
  - ▪ Let them know of future events
  - ▪ Surveys?

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Logistics

- ✓ Room: find out who is in charge of room bookings at your University
  - If other location, contact the facility admin
- ✓ Equipment:
  - Projector?
  - Laptop?
- ✓ Refreshments: light finger foods/coffee, etc.

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