



## STEP Event Funding Request

# 2013 IEEE Tech Fair

Date: **Wednesday, 14<sup>th</sup> August 2013**

Time: **6.30pm – 9.00pm**

Venue: **Business School, University of Western Australia**

### AIM

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The 2013 IEEE Tech Fair is a joint effort by IEEE WA GOLD Affinity Group and the WA student branches in Curtin University, Murdoch University and the University Of Western Australia (UWA). The event is aimed at introducing IEEE student members to the benefits of GOLD while giving them an opportunity to engage with industry. The Tech Fair will be an expo-style event with speaking sessions specifically suited to graduating students from a range of engineering-related disciplines; in particular, Electrical & Electronic Engineering, Process/Instrumentation/Control Engineering, Power Engineering, Mechanical Engineering, Mechatronics Engineering, Computer Engineering, Software Engineering, Computer Science and Information Technology.

### BACKGROUND

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The IEEE Tech Fair was first held in the year 2000 jointly by the three IEEE Student Branches in Western Australia namely Curtin University of Technology, Murdoch University and the University of Western Australia. The success and impact of the event prompted GOLD to participate and jointly host it in 2008. This collaboration has been very successfully and has led to a very healthy relationship between WA GOLD and the three SB's. Previous versions of this event were hosted under the brand name 'IEEE Student Networking Forum'. This is the first year the event has been renamed and re-branded as the IEEE Tech Fair – a concept introduced to create more IEEE GOLD awareness among the industries participating and graduating students attending. The IEEE Tech Fair is in its thirteenth year of operation. Each year the event attracts a few hundreds of students and companies in the IEEE fields of Electrical & Electronics Engineering, Instrumentation/Control Engineering, Computer Engineering, Software Engineering, Computer Science, Information Technology and Mechatronics Engineering. This event has continually received positive feedback from both companies and students who have attended in the past. Students from all four major Perth universities: Curtin University of Technology, Edith Cowan University, Murdoch University and the University of Western Australia have attended past Networking Forum events. The number of

past participating companies and increasing interest from students is testament to the ongoing success of this event.

The Student Networking Forum of past years was primarily aimed and marketed as a careers fair, attracting students wishing to secure graduate employment or vacation employment, and companies wishing to recruit for those positions. This year the organisers intend to build on the existing relationship with industry and promote active IEEE & GOLD industry engagement with a broader focus. Although potential employment would still be one of the aims, the 2013 Tech Fair will also present opportunities for students to learn about engineering-related current affairs and public policy debates such as emissions trading, nuclear power and the proposed National Broadband Network and understand how IEEE's involvement with these fields can influence technology and society. There will also be some focus on recent technological innovation, research possibilities, humanitarian work and communication skills.

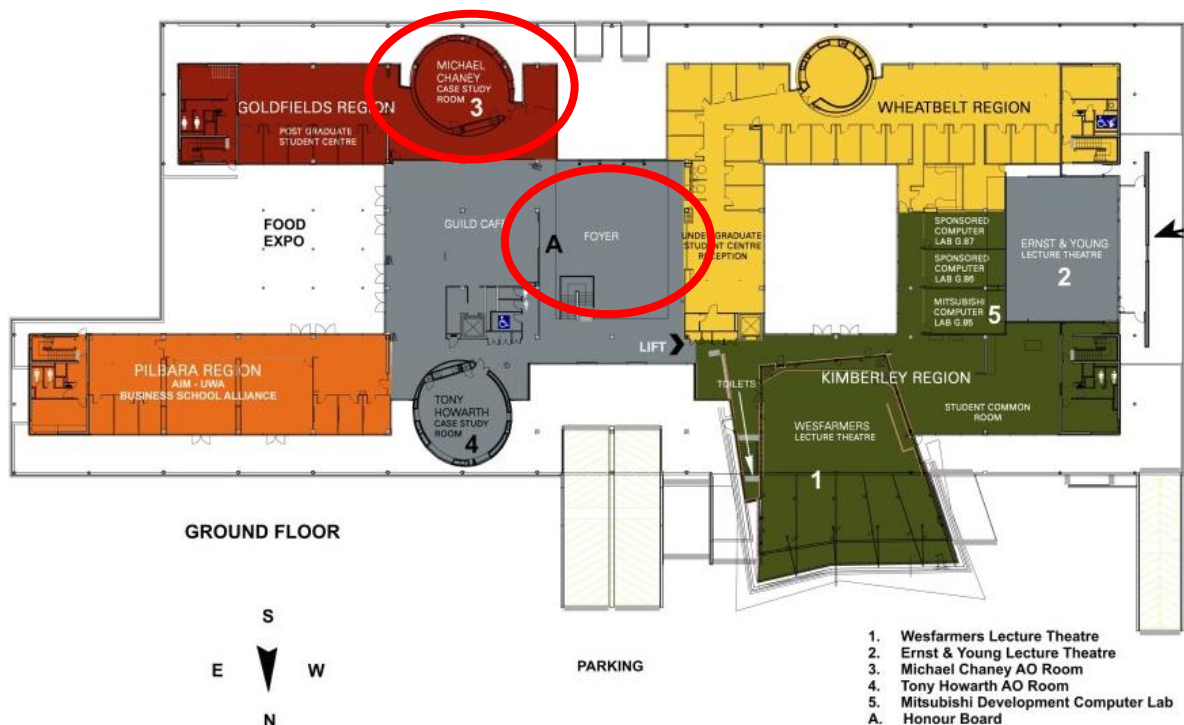


Figure 1: University of Western Australia (UWA) business school campus layout

## PROGRAM

The 2013 IEEE Tech Fair will be similarly structured to past IEEE Networking Forums. Located in UWA's elegant new Business School building, the foyer will be the main area for organisations to set up booths, to which students attendees can approach and interact with representatives. The Michael Chaney Case Study Room is booked for organisations to give informative presentations to attendees. The event will occur between 6.30pm to 9.00pm. Light refreshments will be served throughout the evening. The proposed program for the event is as follows with a series of presentations covering an overview of the IEEE, benefits of GOLD membership, new technologies, career planning, application of university course work to the industry/workforce, humanitarian

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activities and opportunities for engineers to assist the community, job search skills and engagement with IEEE GOLD.

<b>Presentations</b>			
<b>Time</b>	<b>Speaker Name</b>	<b>Company/Organisation</b>	<b>Content</b>
6:45-6.50pm	organising committee representative		Welcome
6:50-7pm	WA Section Chair representative	IEEE WA Section	Welcome from the host Section
7-7.15pm	Tim Wong	IEEE GOLD	Introduction to the IEEE
7.15-7.45pm	Noel Gomes	IEEE WA GOLD	STEP Event - Information about IEEE GOLD and the benefits of membership including R10 activities
7.45-8:15pm	Company Representatives	Deloitte ABB IBM	Company-specific and job-specific information
8:15-8.45pm	Organisation Representatives	Ear Science Institute of Australia Engineers Without Borders	Humanitarian opportunities in the areas of research, public health and innovation
8.45-9.00pm	TBA	Job Application Skills	How to be successful in job applications, including resume tips and interview skills
9.00-9.05pm	Organising committee representative		Closing remarks

## BENEFITS

The 2013 IEEE Tech Fair's main aim is to benefit the attending graduating students. The organisers endeavour to make the event valuable to students in the ways described below:

### IEEE PROFESSIONAL AWARENESS

The event serves as an excellent opportunity to increase IEEE & GOLD's visibility in industry and increase its outreach to the student attendees. The event is intended to improve existing relationships the IEEE has with industry and build new ones. Along with this, graduating members will also be able to understand the benefits of IEEE GOLD membership and how they can use the IEEE as a vehicle to advance their career.

## **PERSONAL SKILLS AND COMMUNICATION**

This event encourages students to network with GOLD representatives, industry members and other students. Students will use this event as a low risk environment to learn how to communicate with prospective employers and future colleagues professionally. Students will be given some “business cards” with their contact details on them to hand out to companies or people they meet as a way sharing contact details.

## **FUTURE EMPLOYMENT**

With the event being held mid-August, many companies in Western Australia are seeking applicants for their vacation training programs or internships. At the Tech Fair, students will get a chance to meet representatives from companies and organisations face-to-face and find some valuable opportunities for work. Students can make a positive and lasting impression and begin to establish a professional image to distinguish themselves from other students.

Furthermore, students studying engineering-related degrees may not know of the many industries which require graduates with their specific skill set. This event aims to expose students to a broad range of industries, so that they are equipped in making the right decision as to what industry they enter upon graduation. Students will be able to get first-hand information about companies and organisations from representatives.

Participating students will have the opportunity to attend short presentations given by a select number of companies. These presentations will provide students with a better understanding of the company and what engineers do in practice.

## **HUMANITARIAN GRAND CHALLENGES, PROFESSIONAL INTEGRITY**

Not-for-profit organisations such as Engineers Without Borders (EWB) will be invited to attend the event to provide students the opportunity to employ their skills in a charitable way. Students who decide to join the non-profit organisations at the Tech Fair will have the opportunity to develop their professional skills by offering their time helping those in need.

## **CAREER DEVELOPMENT**

A presentation for the purpose of teaching students how to succeed in interviews and applications will be delivered. Furthermore, students have the opportunity to learn from company representatives that technical degrees have applications in non-technical areas.

## **ENGINEERS AND PUBLIC POLICY**

Students have the opportunity to learn, from talking with members of local lobby groups and political parties, about major policy issues and various perspectives thereof.

## **BENEFITS TO INDUSTRY**

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Companies and organisations attending the event will benefit by increasing their visibility to the student body and GOLD. This event will give companies and organisations an opportunity to promote and inform students and GOLD members attending of the different programs offered to graduates and the benefits of working in their company or organisation. They will be able to impress students as well as attract outstanding graduates to work for them. The organisers would like to use this event to build on their existing relationship with industry and give participants an opportunity to engage more with the IEEE.

## **BENEFITS TO THE IEEE ORGANISATION**

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This event will promote the IEEE organisation to all students that attend. By pricing tickets at only \$2 to IEEE members (rather than \$5 for non-IEEE members), this will encourage non-members to become IEEE members for the immediate benefit of the ticketing discount as well as the future benefits that can be gained as an IEEE member.

Students who attend will also be exposed to IEEE GOLD, its benefits, operations and how they can advance their career both professionally and technically through continued involvement with the IEEE. They will also have the opportunity of getting to know about the IEEE, its operations, activities, outreach and influence on society and humanity.

Furthermore, the event will also promote the IEEE WA Section, GOLD and the Student Branches to the companies being represented and assist with building future partnerships for joint events.

## **MARKETING**

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The promotion material used to market this event includes both print and digital/social media as listed below:

- Poster – posted around all three university campuses and companies being represented
- Social Media – Facebook Event & Twitter promotion
- Website – the event has its own website designed to inform and market to students - [http://ieeecurtin.org/?page=news\\_techfair](http://ieeecurtin.org/?page=news_techfair)





**2013**  
**IEEE**  
**TECH FAIR**

Meet The Industry

**JOB JOB**

**IEEE**

**Curtin University**

**THE UNIVERSITY OF WESTERN AUSTRALIA**

**Murdoch UNIVERSITY**

**GOLD**  
Graduates Of the Last Decade

6:30 PM  
14th AUG 13  
UWA BUSINESS SCHOOL  
FOOD PROVIDED  
DOOR PRIZE  
BUSINESS CARDS MADE FOR YOU  
IEEE MEMBERS \$2  
NON-IEEE MEMBERS \$5

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## FUNDING

The budget for the event is as listed below:

Income	AUD	USD (0.9)
Ticket sales (80 x IEEE & 60 Non IEEE members)	<b>\$462</b>	<b>\$417</b>
Sponsorship from Industry	<b>\$1200</b>	<b>\$1082</b>
Funding from IEEE	<i>Host section unwilling to provide funding for event</i>	
Funding from Universities	<i>Universities not keen to fund an industry event</i>	
IEEE STEP Funding	<b>\$832</b>	<b>\$750</b>
<b>TOTAL INCOME</b>	<b>\$2494</b>	<b>\$2,249</b>
<b>Expenses</b>		
Food expenses (Attendees & Company Representatives)	<b>\$1,420</b>	<b>\$1280</b>
Promotion (Printing & Advertising)	<b>\$640</b>	<b>\$577</b>
Prizes	<b>\$300</b>	<b>\$271</b>
Misc (Venue/Furniture Hire)	<b>\$500</b>	<b>\$451</b>
<b>TOTAL Expenses</b>	<b>\$2,860</b>	<b>\$2,579</b>
<b>Income – Expenses (with STEP funding)</b>	<b>-\$366</b>	<b>-\$330</b>
<b>Income – Expenses (without STEP funding)</b>	<b>-\$1,198</b>	<b>-\$1,080</b>

As indicated above, we have a shortfall of **US\$1080** without the STEP funding and with nil support from our host section and universities; it could hugely influence the success of the event. Hence we would like to approach the STEP committee for a funding request of about US\$750. Note that we have invited about 130 IEEE student members to attend (see attached spread sheet) most of which are about to graduate. We believe this is in excess of the 25 graduating student members required to attend the STEP event in order to avail of additional 250 USD funding. Hence we would like to request for 500+250 USD funding.

The funding will be used towards the following expenses:

- Furniture hire for organisations' booths
- Printing of business cards for students to hand out

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- Printing of the Tech Fair booklet in colour
- Provision of corporate-quality finger-food to enhance social interaction
- Printing of promotional posters and tickets

Any financial support that could be provided to us would be greatly appreciated. Please also note that since our event is on 14<sup>th</sup> August 2013 (within two weeks), we would appreciate if you could let us know the outcome of our funding request at the earliest.

## CONCLUSION

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The IEEE Tech Fair aims to continue on the tradition of previous years of providing a platform for the host section, GOLD, Student branches, companies participating and graduating students to network with each other in a professional environment. The event will provide an excellent opportunity for the IEEE GOLD and companies attending to improve their visibility to graduating students and for all parties to establish valuable contacts.

This event will further expose the GOLD & the Students Branches in a positive and pro-active manner as well as promote the IEEE as a whole.

We believe our event directly addresses the objectives of the IEEE, MGA, R10 and STEP in a number of ways and with additional funding from STEP, we will be able to hold this event without financial worry, making it more enjoyable for our members and industry representatives and continuing on the success and tradition from the previous versions of the IEEE Tech Fair.

In return, we would be more than happy to provide a full report of the event with photographs and feedback from both student and industry participants after its conclusion.