

**Melbourne and Canaveral Section Full-day Consulting Workshop presented by IEEE-USA**

The IEEE-USA Alliance of IEEE Consultants' Networks Coordinating Committee and the IEEE Canaveral and Melbourne Sections invite you to attend a full day Consultant Workshop that will cover a range of issues that will interest not only practicing consultants, but anyone who might be considering consulting as a professional option - either now or in the future. The slate of expert speakers will include nationally recognized leaders from IEEE, and local speakers especially relevant to Brevard County. Among the guest speakers will be Dr. Gary Blank, 2014 President of IEEE-USA, who will also discuss the many benefits, often not well known, of being or becoming an IEEE member.

Topics will include how to determine if consulting is right for you, setting up your consulting business, improving your networking skills, achieving professional success through personal growth, and special information about consulting in Brevard County.

Date: Saturday, November 15, 2014

Location: Holiday Inn Express & Suites, 301 Tucker Lane, Cocoa, FL 32926

Light breakfast and a full lunch will be provided.

Non-IEEE Members are welcome!

Cost of the workshop is:

\$30 IEEE Members

\$40 Non-IEEE Members

\$15 IEEE Student Members, IEEE Life Members, and unemployed

Please register at the "Register" at <https://meetings.vtools.ieee.org/m/29495>. Seats are limited!

**Agenda**

**8:30am – 9:00am: Registration, coffee and light breakfast**

**9:00am – 9:15am: Welcome & Opening Remarks: Mr. Hermann Amaya, Chair, IEEE-USA Alliance of IEEE Consultants' Networks Coordinating Committee and Dr. Gary Blank, 2014 IEEE-USA President**

**9:15am – 10:05am: Employee to Consultant, How Can I Do It? – Dr. Gary Blank:** Dr. Blank will speak to you about one of his most favorite topics, how to move from being an employee to becoming a consultant. He will share with those interested in becoming full-time independent consultants how he got started in consulting, things you should consider before becoming a consultant, and what you will need to become a full-time consultant. So, if you're concerned about losing your job or if you're considering just making the transition from a full-time corporate position to a full-time independent consultant, this presentation is for you. Experienced consultants may also find this session useful as a refresher course on things you could be doing to improve your practice.

**10:05am – 10:55am: Start-up Tactics - William R. Kassebaum, IEEE-USA Vice President, Career & Member Services:** This consultant turned entrepreneur will share his experience of going through this process. He will address:

How to build a start-up company:

- Financing
- Raising Money
- Book Keeping
- Valuation

He will also cover issues like hiring/recruiting, dealing with employees, dealing with board members, business development, sales & marketing and What not to do!

**10:55am – 11:10am: Break**

**11:10am – 12:00am: CareerSource Brevard speaker – more info coming soon!**

**12:00am – 1:00pm: Lunch, Keynote Address: The 3 Biggest Career Damaging Innovation Mistakes Engineers Make - Geri Burke**

**1:00pm – 1:20pm: Benefits of IEEE Membership – Dr. Gary Blank**

**1:20pm – 2:10pm: How to Stimulate and Hone Your Network Skills - Mr. Bob Krause, IEEE-USA:**

The purpose of this workshop is to stimulate and hone networking skills. The session will cover the importance of networking, understanding the fundamentals of networking (who, basic process), strategies for networking (how to get what you want, Dos & Don'ts) and the ethics of networking.

The session will include three exercises and audience participation will be required. Also, you will need to have business cards to participate in the final exercise.

**2:10pm – 3:00pm: 7 Keys to Improve Your Financial Security by Becoming a Better Innovator - Geri Burke:** Attendees in this module will be given a basic Innovation Competency Test to gain an understanding of their baseline capabilities. These competencies will be described from examples in the lives of great innovators like Thomas Edison, Henry Ford, Albert Einstein, Leonardo Da Vinci, Harvey Firestone, George Rockefeller and more. Methods to improve these competencies will be outlined as well as how becoming proficient in them will improve your financial security.

**3:00pm – 3:10pm: Break**

**3:10pm – 4:00pm: Consulting Life – Mr. Larry Nelson, IEEE-USA Alliance of IEEE Consultants' Networks Coordinating Committee:** This session will examine issues a person faces while on his way to becoming a consultant. The session will examine a consultant going from Employee to Contractor to Consultant.

The session will also cover “how do you start” consulting addressing issues such as:

- Budgeting
- Business Forms
- Legalities of Consulting
- Differentiation
- Costs of doing business from the personal point of view

Lastly, the speaker will address issues such as location, professionalism and referrals.

**4:00pm-4:15: Closing remarks**