

2017 Smart Tech Events

Serving Members in Industry

IEEE SMART TECH
METRO AREA WORKSHOP SERIES

Professional workshops in a learning environment



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Member & Geographic Activities

Concept

- ▶ Provide exceptional member engagement experience for industry professionals
- ▶ In direct support of the Strategic Direction and Environmental Assessment (SDEA) Committee objectives
- ▶ Allow Sections to focus on program content while MGA provides logistics support
- ▶ Incentives to Sections for executing successful events

What Does a Smart Tech Event Look Like?

- ▶ Involve Region leaders & Regional Conference Coordinators in gathering proposals from Sections
 - Regions can suggest the Sections that are most appropriate to host
 - Possibility of co-locating with other Region events
 - Draws support from Regions in forming an event Organizing Committee
- ▶ Staff-led logistics & on-site, local support for securing speakers & content
- ▶ 1-day, multi-track events focused on the practicing engineer
 - Professional training
 - Emerging technologies that are in demand
 - Career Assistance for those transitioning to new emerging markets
 - Make Continuing Education Units available where possible
 - Include high-profile Keynote/Plenary Speakers

What Does a Smart Tech Event Look Like?

- ▶ Potential technical content sources: Regions, Communications Society, Computer Society, Power & Energy Society, IEEE-USA, Future Direction, and Local sections
- ▶ Allow plenty of networking time (Long breaks, Evening reception)
- ▶ Sample Program:

7:00am-8:00am Breakfast
8:00-9:00 Keynote Address
9:00-10:30 Concurrent Breakout Sessions (2 or 3 tracks)
10:30-11:00 Coffee Break
11:00-12:30 Concurrent Breakout Sessions (2 or 3 tracks)
12:30pm-1:30pm Lunch
1:30-3:00 Concurrent Breakout Sessions (2 or 3 tracks)
3:00-3:30 Coffee Break
3:30-5:00 Panel Session / Closing Remarks
5:00-6:30 Reception

2017 Smart Tech Event Model

- Sections apply to hold events according to branding and content specifications
- Section coordinates Organizing Committee, program & speakers, sponsorships, and local marketing
- Section assumes all profits, deficits, and liabilities
- MGA supports logistics: venues, budget, timeline, marketing, registration, menus, AV, committee calls, etc.
- Section rebate provided pre- and post-event based on certain metrics
 - Rebate amount 50% of total event budget (*up to US\$6000 max*)
 - Detailed next slides

Smart Tech Sample* Responsibilities

* Detailed responsibilities to be developed with event Chair

Function/Deliverable	Accountable/Responsible
Develop & Manage Budget	MGA & Organizing Committee
Project Management	MGA
Venue Search & Contract	MGA & Local Section
Food & Beverage/AV/Logistics	MGA
Program Development	Organizing Committee
Speaker Recruitment	Organizing Committee
Sponsorship	Organizing Committee
Direct Marketing & Website	MGA
Local Marketing	Organizing Committee
Registration / Pricing	MGA
On-site Support	MGA Project Manager & Volunteers
Post-event Survey	MGA

Rebate Structure

Amount = 50% of Total Event Budgeted Costs*
(up to \$6000 max rebate)

Required Rebate-Eligible Metrics

\$3000 Pre-Event Rebate <i>(pro-rated 50% for budgeted costs under \$12k)</i>	Additional \$2000 Rebate <i>(pro-rated 30% for budgeted costs under \$12k)</i>	Additional \$1000 Rebate
<p>Pre-event milestones:</p> <ul style="list-style-type: none"> • Organizing Committee Chair & members confirmed • Venue & dates selected • Local event marketing launched (e-mail, web) • Event planning timeline approved by Organizing Committee Chair • Event budget approved by Org. Committee Chair • Potential speakers identified • Program in development • Regularly scheduled Organizing Committee calls on calendar 	<p>Post-event milestones:</p> <ul style="list-style-type: none"> • Minimum number of attendees: >100 • Minimum satisfaction rating: >84% overall satisfaction on MGA standardized post-event survey • Correct usage of the branding in pre-event communications (e-mail, web), onsite, etc. 	<p>Post-event milestone:</p> <ul style="list-style-type: none"> • Number of new members recruited: >15

*Based on pre-event MGA approved final event budgeted costs

Rebate Examples

Example 1 Total Event Budgeted Costs*: \$14,000	Example 1 Total Event Budgeted Costs*: \$10,000	Example 1 Total Event Budgeted Costs*: \$6,000
50% of total budgeted event costs: \$7,000	50% of total budgeted event costs: \$5,000	50% of total budgeted event costs: \$3,000
Max rebate allowed: \$6000, distributed as follows:	Max rebate allowed: \$5000, distributed as follows:	Max rebate allowed: \$3000, distributed as follows:
Pre-event, based on criteria being met: = \$3000	Pre-event, pro-rated 50%, based on criteria being met: = \$2500	Pre-event, pro-rated 50%, based on criteria being met: = \$1500
Post-event, based on criteria being met: = \$2000	Post-event, pro-rated 30% based on criteria being met: = \$1500	Post-event, pro-rated 30% based on criteria being met: = \$900
Post-event, 15+ New Members = \$1000	Post-event, 15+ New Members = \$1000	Post-event, 15+ New Members = \$1000
TOTAL REBATE: \$6000	TOTAL REBATE: \$5000	TOTAL REBATE: \$3400

*Based on pre-event MGA approved final event budgeted costs

2017 Smart Tech Sample* Timeline

* Detailed timeline to be developed with event Chair

Date	Action
April 7	Smart Tech proposals due to MGA Submit at http://ieeefluidsurveys.com/surveys/eperez/smart-tech-call-for-proposals/
April 14	Proposals reviewed, Sections selected and notified
April 17	Begin venue search; Send organizing Chair & Committee call
May 15	Organizing Chair & Committee finalized; Schedule regular planning meetings/ conference calls
May 15	Begin program development & speaker search
May 22	Finalize venue; initiate marketing (social media, ads, etc.); input conference to ICX (IEEE Conf Search); create event website
May 29	Registration opens with preliminary program
July 31	Speakers & Program finalized
August 4	Initiate direct marketing emails
September 18	Budget review and liability analysis
October 18	Approximate Go/No-Go decision (based on venue cancellation terms)
November 4	Send food & beverage orders, AV, requirements, rooming list, specs to venue.
December 4	Approximate event date

Next Steps

- ▶ Share with your Sections or identify Sections that would be good candidates for hosting an event
- ▶ Have Sections complete the call for proposals form online, no later than 7 April:
 - <http://ieeefluidsurveys.com/surveys/eperez/smart-tech-call-for-proposals/>
- ▶ Questions? E-mail mga-maw@ieee.org