What’s next?

2015 Region 4 and Region 6 Aspirations – Hybrid Conferences
Region 6 Strategic Initiatives - 2015

Region leadership met in San Francisco to discuss expanding our listening....

to develop a clearer understanding of member “Why” and to create channels to satisfy member goals and needs by performing the needed “How and “What”
1. Create and Implement a model for Area meetings

2. Improve Communication and Coverage with Members and the Public.  
   (Continuation/Expansion of 2014 Action Item)

3. Develop the capability and Expand the use of Virtual or Hybrid Events

4. Create a STEM and CTE affinity group

5. Increase industry and public sector outreach that will increase IEEE visibility 
   and clearly state IEEE value and attributes to decision makers.  
   (Continuation of 2014 Action Item)

6. Enhance Officer training and create an officer mindset that places them as the 
   CEO of their geographic unit, improve the relationship between sections and 
   chapters, utilize CLE, improve communication conduit to the members, expand 
   the use of the Region 6 speakers bureau (distinguished lecturers, PACE 
   speakers, etc.).  
   (Continuation/Expansion of 2014 Action Item)

7. Increase the localized support for outstanding and diverse Student, Young 
   Professional and PACE activities.
3. Develop the capability and Expand the use of Virtual or Hybrid Events

*Region 6 will subscribe to and promote the use implementation of virtual and hybrid events including Region OpCom, ExCom and Area meetings. Other virtual or hybrid events to be considered include job fairs, seminars, section-based chapter events, conferences and special interest topic sessions*
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Potential income: charge registration fee for virtual conferences attending live

Potential income: charge access to archived virtual conferences after a certain period of time to non-members
• Region 6 purchased a one-year license for usage of *vcopious*, a Virtual Spaces Suite (VSS) that empowers IEEE to meet, engage, and conduct hybrid conferences or meetings in an online virtual world

• IEEE-EAB (Educational Activities Board) has a relationship with *vcopious* and is our virtual conference facilitator
Creation of a Hybrid Event

• At this time, all website development, site infrastructure, and creation of visual content is done by IEEE-EAB/vcopious

• Conference/Meeting planning point-of-contact will need to supply content (e.g., program, advertising, logos, storyboard, video) to IEEE and vcopious
Hybrid or Virtual Environment

- Nothing beats being there but what can we do to immerse the virtual attendee into the conference or meeting?
• Facility information (visuals need permission)
• Agenda/Program-at-a-glance
• Biography of speakers
• Visual (fonts, placement, background, etc)
• Number of “rooms”
• Advertiser logos and placement
• Live feed(s) stream (during event) (e.g., IEEE.tv, Google Hangout)
• Post-processed video (preferably mp4)
• Presentations (pdf)
• Photos
• Attendance / Registrants List

• Potential capability to be tested
Rising Stars in Las Vegas – Main Hall
Rising Stars in Las Vegas – Presentations
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Rising Stars in Las Vegas – Resource Center

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Friday, January 2

Opening Address
Linking Today to Tomorrow

TOM COUGHLIN

Tom Coughlin, the founder of Coughlin Associates has over 30 years of magnetic recording engineering and engineering management experience at companies developing flexible tapes and floppy disc storage as well as rigid disks at such companies as Polaroid, Seagate Technology, Maxtor, Micropolis, Nashua Computer Products, Ampex and SyQuest.

Tom has started two well know storage related conferences, Storage Visions (a partner event to the annual CES) as well as the Creative Storage Conference. He has over 70 published articles, books and reports and 6 granted patents. Tom is also the author of Digital Storage in Consumer Electronics. He has also been the chairman for the last 5 years of the Flash Memory Summit. Coughlin Associates publishes reports on digital storage and applications as well as provides various types of consulting services. In addition to being a Senior Member of IEEE and the 2015-2016 Director of Region 6, Tom is an active member in IDEMA, IEEE, SMPTE, SNIA and other technical organizations. Tom received his BS in Physics from the University of Minnesota where he also received an MS in Electrical Engineering with a minor in Materials Science. He received a PhD in Electrical Engineering from Shinshu University in Nagano.
Rising Stars in Las Vegas – Attendees
Region 6’s Next Idea

• Virtual Job Fair (June)
  • Plan is to use DISC which is a profiling tool at the event providing video training modules for writing the resume, branding yourself, marketing your skills, communication and a unique differentiator for the employers adding value to the information they will have access to on each job seeker.
  • “Rooms” created (e.g., one per company) where users can directly interact with recruiter/hiring manager (e.g., web cams, chats)
Contact Info

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  - Business Development Program Specialist (EAB)

- **Elizabeth Davenport**, Elizabeth.davenport@vcopious.com
  - vcopious Point-of-Contact

- **Scott Tamashiro**, Tamashiro@ieee.org
  - Region 6 Point-of-Contact
Thank you!