

# What's next?

## 2015 Region 4 and Region 6 Aspirations – Hybrid Conferences



**IEEE Region 6**

# 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”**

# Region 6 Strategic Initiatives - 2015

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.**

# Region 6 Strategic Initiatives - 2015

## 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*

# Region 6 Strategic Initiatives - 2015

## 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*

*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*

# Implementation Method

- **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?**



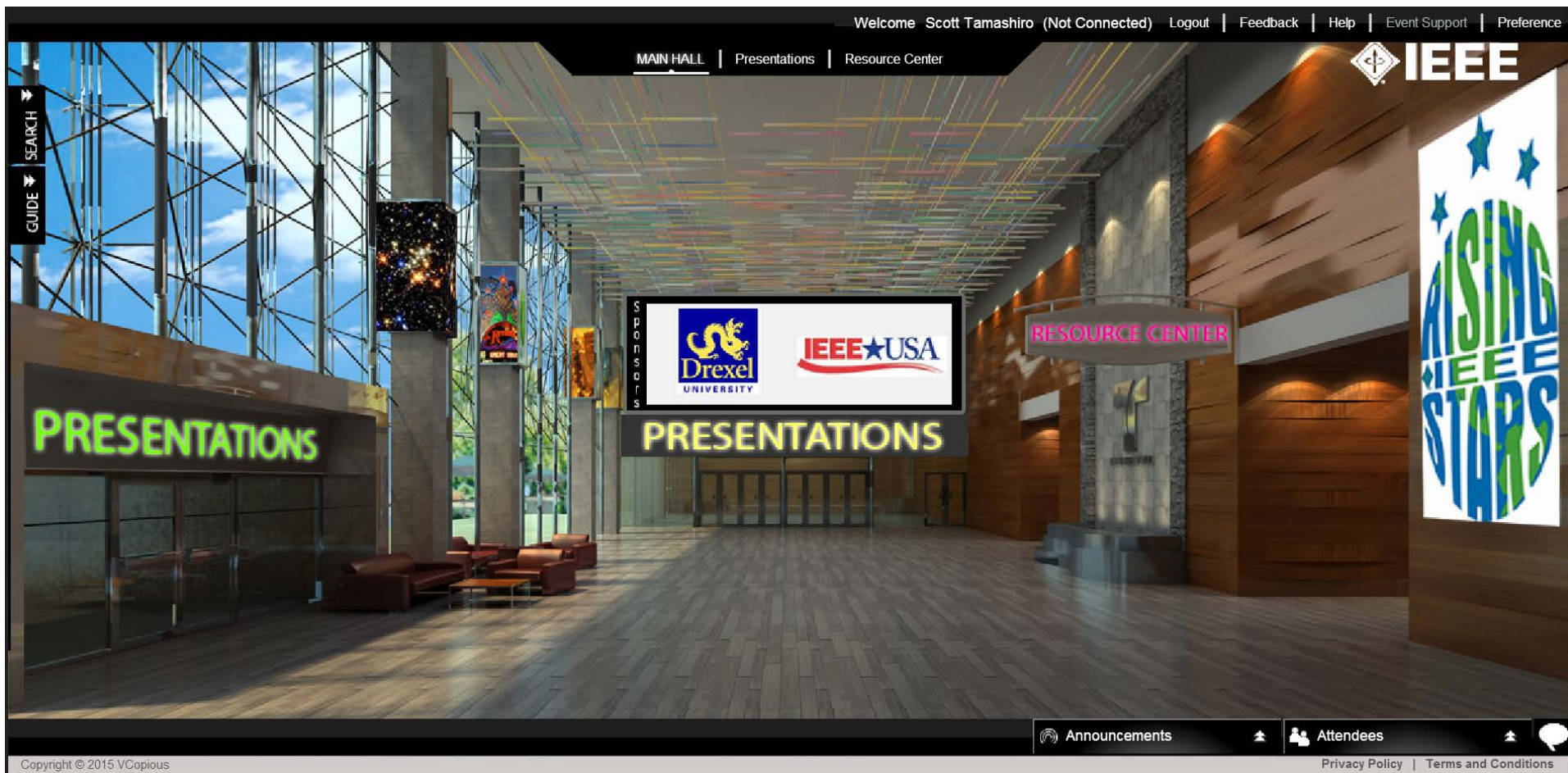
# Content Generated [1]

- **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**

# Content Generated [2]

- **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

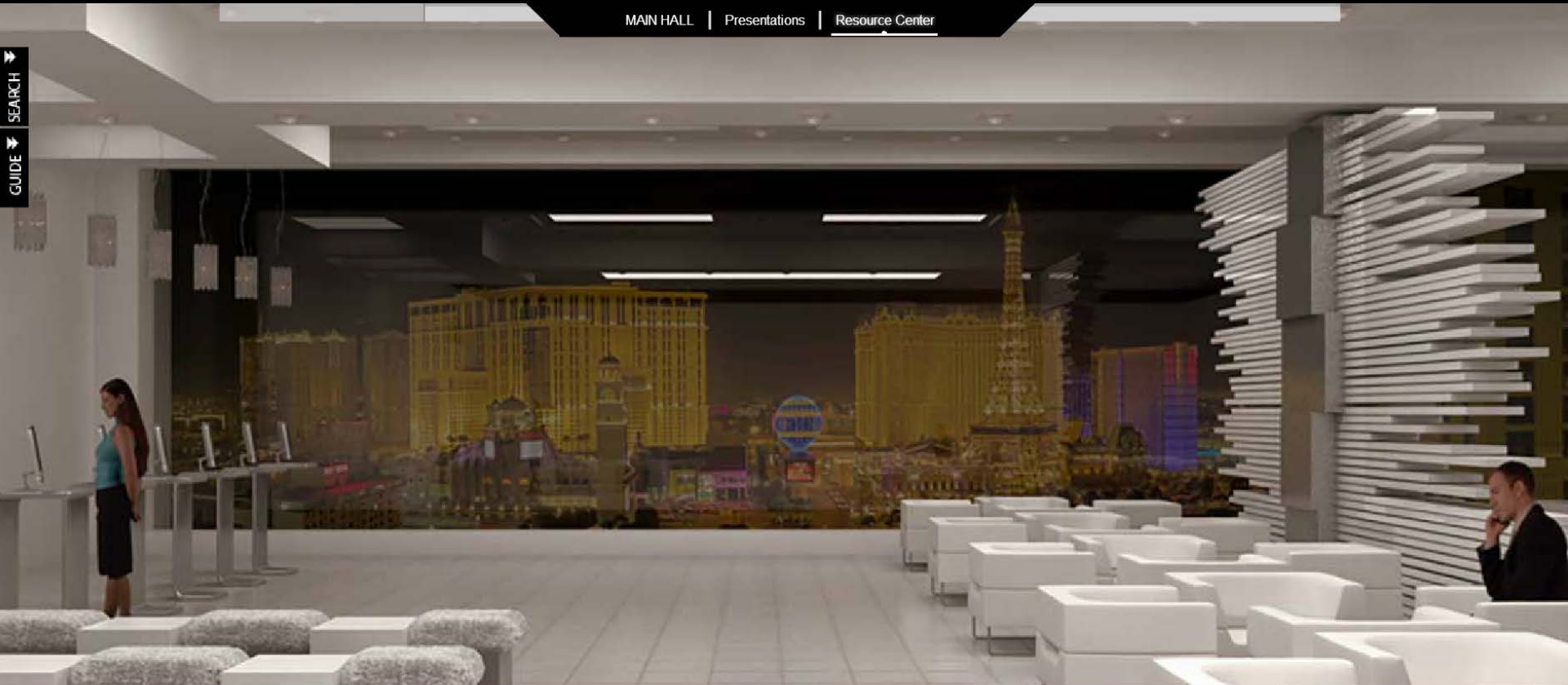


# Rising Stars in Las Vegas – Presentations

Welcome Scott Tamashiro (Not Connected) Logout | Feedback | Help | Event Support | Preference

MAIN HALL | Presentations | Resource Center

SEARCH  
GUIDE



Announcements

Attendees

Copyright © 2015 VCopious

Privacy Policy | Terms and Conditions



# Rising Stars in Las Vegas – Presentations

Welcome Scott Tamashiro (Not Connected) | Logout | Feedback | Help | Event Support | Preference

MAIN HALL | **Presentations** | Resource Center

IEEE

SEARCH  
GUIDE

Grid view

Time and Date	Presentations	
	Keynote Address	<a href="#">View</a> <a href="#">More Info</a>
	Keynote Address Q & A	<a href="#">View</a> <a href="#">More Info</a>
	Unleashing Your Inner Entrepreneur	<a href="#">View</a> <a href="#">More Info</a>
	Unleashing Your Inner Entrepreneur Q & A	<a href="#">View</a> <a href="#">More Info</a>
	New Vehicle Technology: The Safety Landscape	<a href="#">View</a> <a href="#">More Info</a>
	The Power of a Personal Brand	<a href="#">View</a> <a href="#">More Info</a>
	Networking to Make a Dynamic Impact	<a href="#">View</a> <a href="#">More Info</a>
	Engineering Excitement: Creative, Agile, Passionate	<a href="#">View</a> <a href="#">More Info</a>
	Use of Arduino, Precolleee Outreach, Hackathon	

1 | 2

Announcements Attendees

Privacy Policy | Terms and Conditions

# Rising Stars in Las Vegas – Resource Center

Welcome Scott Tamashiro (Not Connected) | Logout | Feedback | Help | Event Support | Preference

MAIN HALL | Presentations | Resource Center

SEARCH

GUIDE

Biographies/Program

Title	Type Name	Extension	Actions
Speaker Biographies	DOCUMENT	PDF	<a href="#">View</a> <a href="#">More Info</a>
Full Agenda	DOCUMENT	PDF	<a href="#">View</a> <a href="#">More Info</a>

Announcements

Attendees

Copyright © 2015 VCoPious

Privacy Policy | Terms and Conditions

# Rising Stars in Las Vegas – Speaker Bio

Welcome Scott Tamashiro (Not Connected) | Logout | Feedback | Help | Event Support | Preference

MAIN HALL | Presentations | Resource Center

Speaker Biographies

**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,

Copyright © 2015 VCoopius | Privacy Policy | Terms and Conditions

# Rising Stars in Las Vegas – Playback

Welcome Scott Tamashiro (Not Connected) Logout | Feedback | Help | Event Support | Preference

MAIN HALL | Presentations | Resource Center

Closing, Your Outbound Challenge

Navigation

- Back to Listing
- Previous
- Next

Communication

- Session Slides

Information

Announcements Attendees



# Rising Stars in Las Vegas – Attendees

Welcome Scott Tamashiro (Not Connected) | Logout | Feedback | Help | Event Support | Preference

MAIN HALL | Presentations | Resource Center

Search All  
What Presentations do you want to find?

SEARCH

**Presentations**

The Next Big Things - Panel

Closing, Your Outbound Challenge

1 | 2

LEGEND

More Info View

File	Type Name	Extension	Actions
Maker Biographies	DOCUMENT	PDF	<a href="#">View</a> <a href="#">More Info</a>
Full Agenda	DOCUMENT	PDF	<a href="#">View</a> <a href="#">More Info</a>

**Attendees**

Attendees Like Me | My Favorites | Search

131 attendees Previous 1 of 14 page(s) Next

Thomas Coughlin

Scott Tamashiro

Stephen Esker

Announcements Attendees

Privacy Policy | Terms and Conditions

# Region 6's Next Idea

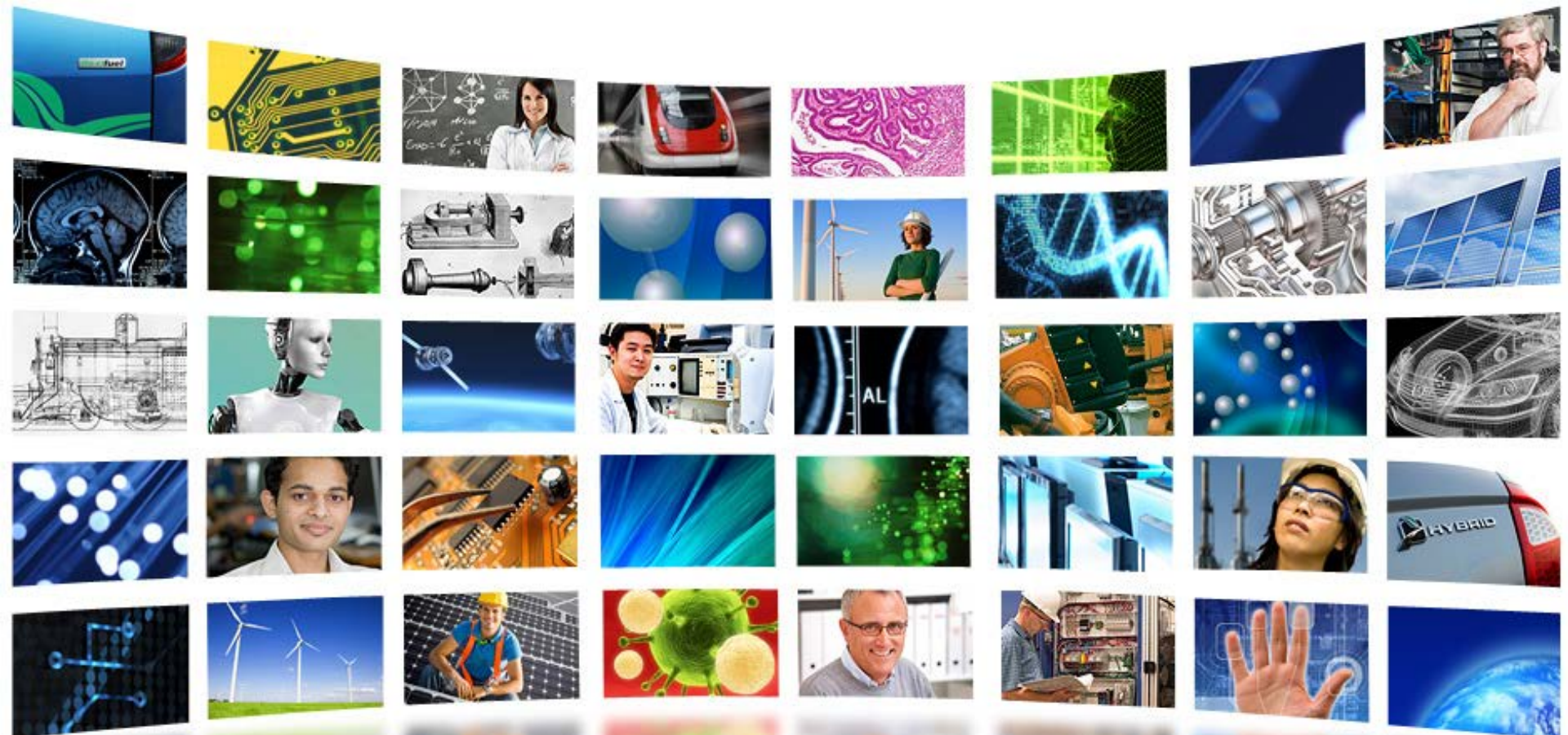
- **Virtual Job Fair (June)**

- 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

- Mirelle White, [m.s.white@ieee.org](mailto:m.s.white@ieee.org)
  - IEEE Educational Activities
- Michelle Demydenko, [m.demydenko@ieee.org](mailto:m.demydenko@ieee.org)
  - Business Development Program Specialist (EAB)
- Elizabeth Davenport, [Elizabeth.davenport@vcopious.com](mailto:Elizabeth.davenport@vcopious.com)
  - *vcopious* Point-of-Contact
- Scott Tamashiro, [Tamashiro@ieee.org](mailto:Tamashiro@ieee.org)
  - Region 6 Point-of-Contact



***Thank you !***

