

# **Industry Relations**

**Presented by:**

**Robert C. Shapiro, P.E.**

**Past Chair, IEEE Dallas CVT**

**Director of Marketing, IEEE ComSoc**

# Industry Relations

- **IEEE Globecom/Expo**
- **E-Newsletter**
- **Goals:**
  - **Become familiar and work within IEEE guidelines**
  - **Identify 50 potential Industry partners and call/email/close**
  - **Prepare prospectus to use to attract perspective IEEE ComSoc patrons**

# **Making a Successful Chapter**

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# Making a Successful Chapter

- **Organization**
- **Finance**
- **Program**
- **Outreach**
- **Collaboration**
- **Logistics**

# Making a Successful Chapter

- **Organization**
  - **Chair**
  - **Vice Chair**
  - **Treasurer**
  - **Secretary**
  - **Program**
  - **Outreach**

# Making a Successful Chapter

## ■ Finance

- Budget
- IEEE Section
- IEEE ComSoc
- Patrons
- Conferences
- Workshops

# Making a Successful Chapter

- **Program**
  - **Monthly**
  - **Workshops**
  - **Conferences**
  - **Technical**
  - **Networking**
  - **Professional Development**

# Making a Successful Chapter

- **Outreach**
  - **Corporate Patrons**
  - **Universities**
  - **Junior Colleges**
  - **Local Media**



# **Making a Successful Chapter**

## **■ Collaboration**

- IEEE Chapters, Section, Region**
- IEEE USA, NIC**
- Local Companies**
- Other Non-Profits in Area**
- Universities and Junior Colleges**

# Making a Successful Chapter

## ■ Logistics

- Monthly Meeting Location (s)
- Midday or Evening Meetings
- ExCom Planning Meetings
- Banking
- Workshops and Conferences