

Industry Relations: Strategy, Plans, and Implementation



Ashutosh Dutta and John Pape
Marketing and Industry Relations
IEEE Communication Society
RCCC Meeting at IEEE Globecom
12-07-2014, Austin, Texas

Existing Charter – Are we delivering on industry's questions?

Existing Charter ...

1. Promote and inform the concept of IEEE as a progressive technical information provider to industry and its employees.
2. Promote and inform the relevance of support of IEEE in developing/ changing technologies.
3. Work with industry to establish an understanding of their needs, to determine their further needs and to demonstrate how IEEE can help address their needs.
4. Encourage the establishment of Leadership Training within the Regions and Sections.

How are you ensuring a pipeline of engineers?

How does IEEE improve employee skills?

How does IEEE contribute to shareholder value?

Re-assessing Industry Engagement

- How does collaboration with IEEE advance the mission, goals, and values of industry?
- How do we use an industry perspective in packaging engagement opportunities with IEEE?
- How would industry measure success?

Industry Relevance of IEEE SWOT Analysis

Strength vs. Weaknesses – By R8 in IEEE Section Congress

of senior leaders from industry, first in the UK & NI and then elsewhere.
The intention is to influence and help change IEEE to serve its industry members better.

Strengths	Weaknesses
<ul style="list-style-type: none"> ◦ Accessible and Affordable to engineers ◦ Digital Library is a valuable technical source ◦ More relevant to research engineers than to commercial industry ◦ Is global ◦ Initiator and owner of International Standards ◦ Opportunity to co-operate with other standards bodies to create cohesive international standards ◦ Forum and global initiator of discussion and debate on relevant issues ◦ Professional community to excite, motivate and energise action ◦ US centricity provides access and awareness of US technology developments 	<ul style="list-style-type: none"> ◦ Increasingly esoteric publications ◦ How to track down industry relevant content/journals? ◦ Insufficient industry relevant publications, particularly extracts ◦ Too much academic dominance ◦ Irrelevant to industry. Must rebalance towards industry ◦ Must increase industrial content into conferences (e.g. product development analyses and results, market research) ◦ IEEE Copyright requirement is draconian and not acceptable to industry who will not relinquish to IEEE the IPR they have generated and paid for ◦ US centric

Industry Relevance of IEEE SWOT Analysis

Opportunities vs. Threats – Region 8 in IEEE Section Congress

US centrality provides access and awareness of US technology developments	US centric
Opportunities	Threats
<ul style="list-style-type: none"> • To create professional & vocational qualification and recognition (e.g. in UK: ONC, HNC, HND) • Opportunity for individuals and companies to gain international recognition • To provide industry relevant reviews of articles (cf, Amazon reviews on books and DVDs) • To identify problems and issues to be tackled – need real industry oriented problems • To provide/facilitate industry experience for students • To encourage young people into engineering. • Create IEEE Clubs to involve school children and interest them in IEEE. Involve student chapters • Create IEEE mentoring for professional development • Proactively promote and make visible IEEE CPDs and educational software. • To create continuity in professional development for non-lifetime jobs of today • Provide appetite-whetting 6-month free subscription • Revive journal "IEEE Tutorial" • To have IEEE sponsored industry lectures and visits to schools and universities • To help develop engineers to compete with global competition threats (outsourcing, relocation) • To get inputs of why and why not IEEE from newcomers to industry • Recruit for IEEE actively on industry sites • International nature of IEEE to enable global job opportunities for IEEE members • Demonstrate that IEEE is special and desirable to join 	<ul style="list-style-type: none"> ◦ Industry people are too busy ◦ Industry employees have to be at workplace, not conferences ◦ Industry requires immediate/short-term returns ◦ IEEE could become irrelevant to industry <p>(need statistics of declining IEEE industry and academic membership vs actual qualified engineers)</p>

Strategy Framework

Industry Relations

Embracing Industry's Interests / Objectives

Employee Development

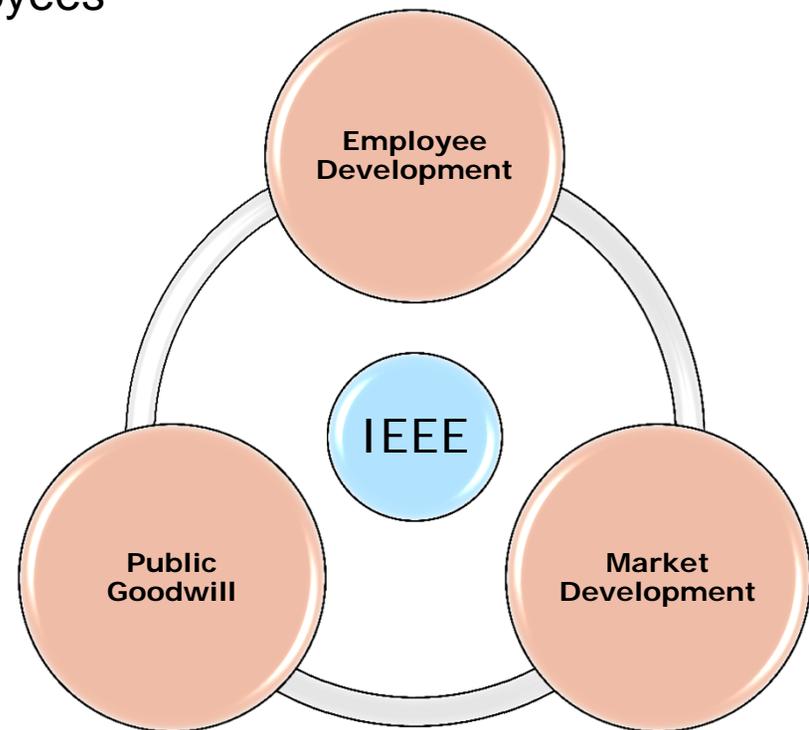
- Recruiting and retaining skilled employees
- Increasing technical proficiency
- Improving 'soft' and leadership skills

Market Development

- Expanding brand recognition
- Increasing sales
- Making a profit

Public Goodwill

- Supporting the local community
- Assisting government initiatives
- Contributing to philanthropic causes



Integrating ComSoC Objectives

Member Development

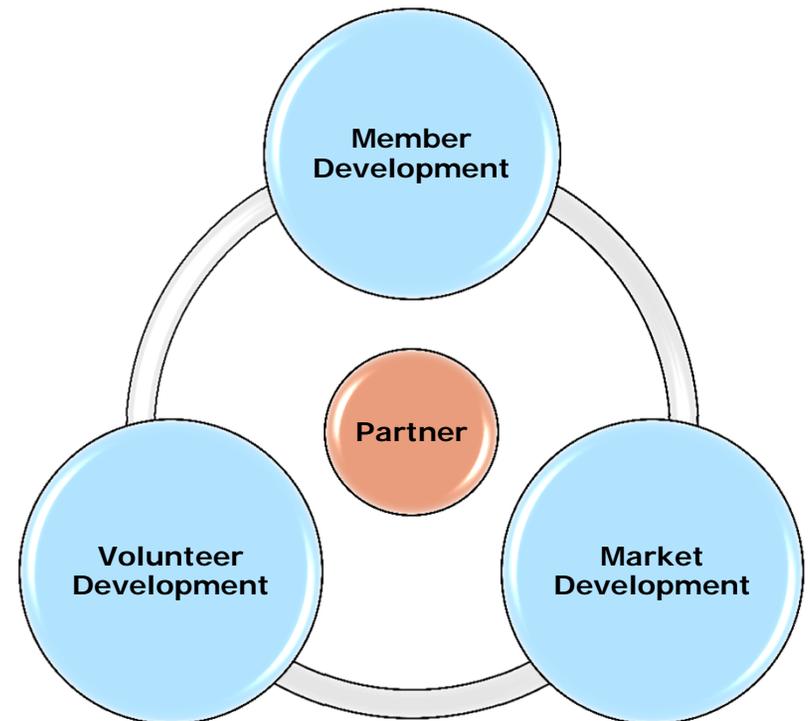
- Increasing technical proficiency
- Improving 'soft' and leadership skills
- Providing professional recognition
- Encouraging service to the public

Market Development

- Expanding IEEE brand awareness in technical fields of interest
- Recruiting and retaining members

Volunteer Development

- Recruiting and retaining talented individuals to lead IEEE
- Fulfilling IEEE's mission to the public



Where Do Goals Intersect ?

Industry

- Employee Development
- Market Development
- Public Goodwill

IEEE

- Member Development
- Volunteer Development
- Market Development

Reciprocating Goals & Exchange (examples)

Industry Objectives	ComSoc Objectives		
	Member Development	Market Development	Volunteer Development
<p>Employee Development</p> <p>(recruitment, technical and professional development)</p> <p>Key Contacts Human Resources, Personnel Depts.</p>	<ul style="list-style-type: none"> Encouraging employees to attend an IEEE technical and professional development symposiums Issues letters of recommendation supporting employee who aspire to IEEE Senior Member grade Co-sponsoring a job fair with IEEE Placing job listings with the IEEE Job Site 	<ul style="list-style-type: none"> Rewarding employees by underwriting IEEE membership dues 	<ul style="list-style-type: none"> Encouraging employee participation in IEEE's Center for Leadership Development Encouraging employees to learn communications skills by becoming an IEEE Volunteer Encouraging employees to hone their leadership skills by organizing an IEEE activity or event
<p>Market Development</p> <p>(branding, product awareness, sales)</p> <p>Key Contacts Marketing, or Public Relations Depts.</p>	<ul style="list-style-type: none"> Sponsoring technical and professional activities for IEEE members Extending product discounts to IEEE members Offering company executives as speakers at IEEE events 	<ul style="list-style-type: none"> Cooperative agreements that introduce IEEE members to company's products, in return for company newsletter introducing its employees to IEEE 	<ul style="list-style-type: none"> Encouraging employees to serve as judges for IEEE member competitions
<p>Public Goodwill</p> <p>(public relations, philanthropic events, community service)</p> <p>Key Contacts Govt. Affairs, Community Relations Depts.</p>	<ul style="list-style-type: none"> Financial underwriting for awards and scholarships to IEEE student members Financially underwriting of technological awareness, literacy, and/or capabilities in underserved locations 	<ul style="list-style-type: none"> Providing financial underwriting for member dues in underserved communities 	<ul style="list-style-type: none"> Supporting employee who volunteer in IEEE humanitarian or educational activities

Member Career Cycle

Industry Objectives	Students	Young Professionals	Mid / Senior Career
Employee Development (recruitment, technical and professional development)	Recruiting interns and/or employees at Student Branch-sponsored job fairs Participating and/or sponsoring student professional activities programs	Recruiting employees at IEEE-sponsored job fairs Encouraging employees to participate in and/or help coordinate an IEEE technical or professional workshop	Recruiting employees at IEEE-sponsored job fairs
Markets Development (branding, product awareness)	Sponsoring competitions, contests, and/or awards Sponsoring student congresses	Providing speakers at IEEE events and activities Sponsoring IEEE activities, webinars, or events Advertising in newsletters and publications targeting young professionals	Providing speakers at IEEE events and activities Sponsoring IEEE activities, webinars, or events Advertising in newsletters and publications targeting mid to senior career professionals
Public Goodwill (public relations, philanthropic events, community service)	Providing workshop speakers Helping coordinate and/or sponsoring pre-University activities	Provide speakers to workshops and panel discussions on the application technology in the local community	Provide speakers to workshops and panel discussions on the application technology in the local community
	<i>Student Activities / Chapters</i>	<i>GOLD / Chapters</i>	<i>Sections / Chapters</i>
IEEE OU Leadership			

Implementation Plan

Mobilizing the Team

Tools & Resources

- Developing an Industry-relations Volunteer support portal, and manual
- Developing Industry-focused messaging, and promotional fliers / brochures

Peer-to-Peer Collaboration

- Creating a committee charter
- Dedicated e-mail alias, “Industry Relations Alert-All”
- Assembling the industry relations Volunteer team worldwide
- Establishing virtual collaboration tools, and scheduling periodic webcasts

Reporting / Evaluation

- Developing a strategy / operations progress report, and disseminating periodically to the entire Industry-relations team worldwide



Potential Supporting Materials

Tools & Resources

- Industry-focused messaging, and promotional fliers / brochures
- Industry-relations Volunteer support portal, and manual

Peer-to-Peer Collaboration

- Dedicated e-mail alias, “Industry Relations Alert-All”
- Assembling the industry relations Volunteer team worldwide
- Establishing virtual collaboration tools, and scheduling periodic webcasts

Reporting / Evaluation

- Developing a strategy / operations progress reporting framework, and disseminating periodically to the entire Industry-relations team worldwide

Use Cases - Collaborative Events

Industry Days (www.ieee-industry.org)

» IEEE Industry Relation



Region 1
IEEE Industry Day 2010



Region 1
IEEE Industry Day 2009



Region 10
IEEE India Industry Day



Industry Relations Tools



Industry Day Tools



Region 1
IEEE Innovation Day



Region 1
Entrepreneurs Day



Region 1
Industry Day 2011

IEEE Region 1 Industry Day 2009

http://ewh.ieee.org/r1/princetoncentraljersey/ieee_industry_day.htm

ORGANIZATION	SPEAKER	POSITION	TALK TITLE	Presentation	ORGANIZATION	SPEAKER	POSITION	TALK TITLE	Presentation
	Ashutosh Dutta TK Srinivas Dr. Adam Drobot		Introduction and Logistics				Senior Manager, Microprocessor Architecture	Transformational Hybrid Systems	
		Director, Corporate and Foundation Partnerships	The IEEE - Industry Relationship				Principal Deputy for Technology US Army RDECOM CERDEC IZWD	Advanced Electronics in the Fight Against Terror: The US Army Intelligence and Information Warfare Directorate	
		CTO	What Keeps a CTO Up at Night				2008 IEEE President		
		Construction Administrator (Wireless)	Advanced Communication Systems for Public Safety		GREEN TRACK				
		Deputy Speaker	How Engineers can bring about policy changes in a Green Economy				Professor	Sustainable Green Design & Manufacturing Engineering	
TELECOM TRACK							Associate Professor Director Program in Urban Planning & Policy Development IEEE President's Sustainability Initiative	Smarter Buildings	
		President ATS and CTO	Telecommunications Futures				Principal Member Research Staff, Philips Research Laboratories	Considerations for Integrated Energy Management and Control in Buildings and Initial Experimental Results	
		VP Architecture	The Future of Unified Communications				VP, Energy Advisors, Procurement Consulting & Asset Development	Application of Solar PV Technology from a Business Perspective	
		Professor and Chair, Department of Computer Science	Location-Based Services		PM TRACK				
		CTO	DTV & PSIP - What, Why & How: AKA - What You Really Need to Understand About Digital Television		PANEL		Speaker Panel	Using IEEE To Engineer Your Future	
		Professor, ECE Dept & Director, WINLAB	Emerging Wireless Technologies and the Future Internet		Seminar Sponsors		Region 1 Director	Professor Howard Michel	
							Region 1 Director Elect.	Professor Charles Rubenstein	
							Southern Area Chair	Professor Durga Misra	



IEEE Entrepreneur's Day 2010



Southern Area Entrepreneur's Day *May 8 2010* Monmouth University *West Long Branch, NJ*

- [Program](#) | [Presentations](#) | [Map/Directions to Wilson Hall](#) | [Committee](#) -
2010's Entrepreneur's Day: <http://njseminar.org> | [2009's IEEE Industry Day](#)

Presentations are posted. Instructions on how to view video be posted (much) later.

Sponsored By

 REGION 1	Region 1 Southern Area NJ Coast Section Princeton/Central Jersey North Jersey Section METSAC New York Section Long Island Section Connecticut Section	 MONMOUTH UNIVERSITY Center for Entrepreneurship (MUCE) School of Science	 RAPID RESPONSE INSTITUTE
--	---	--	---

This one day conference was targeted to engineers who are learning to be entrepreneurs by entering into new areas of opportunities. It addressed:

- How to leverage available resources at the federal and state level

IEEE Innovation Day 2011 – May 2011

Home Program Committee Speakers Venue Registration Sponsors Photo Gallery

Welcome to Region 1 Innovation Day 2011

IEEE Innovation Day brings the local engineers, researchers, industry leaders, educators, and students under one roof for the advancement of engineering innovation, networking and knowledge sharing leading to the efficient realizations of engineering innovation, such as cell phones, mobile internet devices and embedded systems which have profound effect on society.

There will be a session on Industry and Technology in innovation, a session on Innovation for globalization as well as a panel/workshop on innovation in professional Advancement and Enrichment. Students, researchers, faculty, and industry professionals engaged in the disciplines of electrical engineering, computer science, computer engineering, electronics engineering, and communication engineering will be substantially benefitted.

This event will give a opportunity to network with your peers, meet people from new and varied industries, academic institutions and government. The best part, it is FREE for unemployed and Life IEEE member registrants and non-members can choose to apply registration cost towards IEEE membership option. One may also be eligible for CEU credits. Lunch, refreshment breaks, and evening reception are included.

Date: Tuesday, May 17, 2011

Venue: Pfizer Auditorium, NYU Poly, Brooklyn, NY

*** Registration Required**

*** Free for Unemployed and Life IEEE Members**

*Seats are Limited, Please Register Early

REALIZE YOUR VISION

Platinum Supporter
NYU·poly

Click here to learn more on how to sponsor

When
Tuesday, May 17, 2011

Where
Pfizer Auditorium, NYU Poly, Brooklyn, NY



Region 1
Connecticut Section
Long Island Section
New Jersey Coast Section
New York Section
North Jersey Section
Princeton-Central Jersey Section
METSAC

IEEE Innovation Day Flyer

ORGANIZED BY IEEE REGION 1, SOUTHERN AREA SECTIONS, METSAC

IEEE INNOVATION DAY

Realize Your Vision
Polytechnic Institute of New York University • Pfizer Auditorium • Brooklyn, NY
PROGRAM: TUESDAY, MAY 17, 2011



08:00	Breakfast, Meet and Greet (Lobby)
PLENARY AND KEYNOTE SESSION Chair: Prof. Durga Mitra	
09:00	Welcome: General Conference Chair Prof. Durga Mitra President Jerry Hultin Introduction: R1 Director Dr. C. Rubenstein
09:05	Welcome Address: President Jerry Hultin, Polytechnic
09:15	Plenary Presentation: "Science For Energy" Dr. William Brinkman, Director, Office of Science, US Department of Energy
10:00	Keynote Address: "Innovating Innovation at Bell Labs" Dr. Alice White, Vice President, Bell Labs North America (Motel-Lucent)
10:45	Coffee Break (Lobby)
INNOVATION ON TECHNOLOGY/INDUSTRY SESSION Chair: Dr. Ashutosh Dutta	
11:00	Healthcare Innovations: Beyond the Smoke and Mirrors Prof. Brett E. Tusko, Mount Sinai School of Medicine, NY
11:30	Enabling Building Efficiency: The NYC Urban Technology Innovation Center Dr. Timothy P. Cross, Director, Strategic Initiative, Center for Technology, Innovation and Community Engagement
11:50	XaaS: The Next Frontier of Innovation in Communications Dr. Ishumip Khasanabib, IEEE ComSoc Distinguished Lecturer
12:20	Lunchtime Keynote: "How to Become an Innovation Sherpa" Prof. Joe Nadian, NYU Poly, NY
INNOVATION FOR GLOBALIZATION SESSION Chair: Dr. TK. Srinivas	
13:10	Engineering for the Middle of Nowhere Prof. Toby Cumberbatch, Cooper Union, NY
13:40	Microfluidics for Global Health Diagnostics Prof. Samuel Sia, Columbia University, NY
14:10	Top 3 ICT Initiatives For Enhancing the Quality of Life in Rural Communities Dr. Pang Pruthi, CEO & Founder of NIKSUN Inc., NJ
14:40	Coffee Break & Student Projects and Demonstrations (Innovation Lab and Lobby)
INNOVATION FOR PROFESSIONAL ADVANCEMENT AND ENRICHMENT SESSION Co-Chairs: Dr. Nareesh Chand and Ms. Judith Sheff	
15:00	Harmonizing a Successful Career with Personal Fulfillment Dr. Sunder Ramaswamy, NJ
Career Hints, Tips, and Traps – Coaching and Simple Strategies to Help You Succeed Mr. Zane Zumbahlen, IBM Corporation, NY	
"You're Not Hired" – Top Ten Mistakes Made by Job Seeking Students Mr. Gregory Massi, NJIT, NJ and Mr. Mario Casabona, Angel Investor, Founder & CEO, Electro-Radiation Inc, NJ	
Innovation and Continuing Education, Inseparable Allies, Mr. Eric Tappert, IEEE EMB & Chair, Continuing Prof. Ed Committee	
17:30	RECEPTION — JACOBS BUILDING FOURTH FLOOR TERRACE

SPONSORS
IEEE Region 1
IEEE New York Section
IEEE Long Island Section
IEEE Connecticut Section
IEEE North Jersey Section
IEEE New Jersey Coast Section
IEEE Princeton/Central Jersey Section
IEEE METSAC

ORGANIZING COMMITTEE
General Chair: Durga Mitra
Program Chair Technology/Industry: Ashutosh Dutta
Program Chair, Innovation for Globalization: TK Srinivas
Co-Chairs for Professional Advancement and Enrichment: Nareesh Chand, Judith Sheff
Local Arrangement Chair: Joe Nadian
Coordination Chair: Nick Golias
Finance Chair & Treasurer: Tom Freund
Registration Chair: Nagj Nagpalnathan
Sponsorship Chair: Darlene Rivera
Publicity Chair: Amit Patel
Exhibits Chair: Wes Bury and Kiri Datt
Student Presentation Chair: Jignasa Ray

EMPLOYMENT OPPORTUNITIES
Bring your resume to the IBM recruitment table in the Diberner Lobby.

Follow "IEEE(SouthernArea)" on:
[facebook](#) [LinkedIn](#)

Information and Registration
ewh.ieee.org/reg1/innovation_day

Platinum Supporter
NYU·poly
POLYTECHNIC INSTITUTE OF NEW YORK UNIVERSITY

2011 IEEE Region 1 Industry Day



IEEE Region 1



COLLEGE OF NANOSCALE
SCIENCE & ENGINEERING
UNIVERSITY AT ALBANY, STATE UNIVERSITY OF NEW YORK

2011 IEEE Region 1 Central Area Industry Day

**IEEE Region 1 Central Area
Industry Day (CAID)
Friday, 21 October 2011
8:00AM to 6:00PM**

College of Nanoscale Science & Engineering
of the University at Albany (SUNY)
257 Fuller Road, Albany, New York 1229
<http://cnse.albany.edu>

Online Registration Open NOW!
<http://ewh.ieee.org/ieee/industry-day/cid/registration.html>

Central Area Industry Day Organizing Committee
General Chair: *Auif Hassan*
TPC Chair: *Pascal Nsame*
IT Chair: *Steven Nelson*
Venue & Registration Chair: *Peter Sutherland*
Finance Chair: *Daniel Williams*
Audio Chair: *Andrew DeLeon*
Video Chair: *Marc Haggas*
Photo Chair: *Bruce Rubin*
Host Chair: *Jovan Babic*
Publication Chair: *Neeraj Magotra*
Publicity Chair: *John Barchart*
R1 Industry Relation Chair: *Anshuash Dutta*
Region 1 Director: *Charles Rubenstein*

For questions, please contact:
Central Area Industry Day General Chair:
Auif Hassan, Tel.: 413-567-6158
Technical Program Committee Chair:
Pascal Nsame, Tel.: 802-769-0679

For additional information on R1 Industry Day go to:
<http://ewh.ieee.org/ieee/industry-day/cid/>

**"Enhancing Collaboration between
Industry-Academia-IEEE"**

Register NOW!
<http://ewh.ieee.org/ieee/industry-day/cid/registration.html>

Industry Day provides a unique cross-organizational platform for exchange of information among thought leaders on trends and advances in nanoscale technology, system hardware and software collaboration for globally integrated products, services and solutions. The global scale of the revolution in technology and standards is enabling smart grid and cloud computing applications for more than 2 billion internet users and more than 5 billion mobile devices. Join world-renowned speakers to discuss success stories, cases studies, lessons learned, guidelines, recommendations and latest advances in new and reliable technologies, semiconductor integrated circuits, products, services and solutions with members of the industry, academia and IEEE communities including decision and policy makers.

Industry Day features the current state of technology collaboration including opportunities for improvement and the role of industry, academia and IEEE in the future of high technology. Participate in keynote presentations from:

- **Alain E. Kaloyeros, Senior Vice President and CEO, CNSE**
- **Elmer Corbin, Director, Custom Processors, IBM**
- **Vint Cerf, VP, Google**

Industry Day presentations will include information on the latest challenges, opportunities and advances in Integrated Circuits and Smart Grid technology, engineering standards and solutions, including opportunities fueling the impressive growth in Cloud Computing, followed by requirements for advanced collaborative development, research, education and training for next generation engineers and scientists facing current & future global challenges.

Attendees returning from the Industry Day conference will be better equipped to develop effective and innovative solutions addressing critical challenges that affect their respective stakeholder bottom line. Your participation will help in redefining what you think is possible, bringing your ideas to life and making new connections and contributions.

End your day enjoying snacks with seniors and recent graduates at a Region 1 IEEE Student Transition Elevation Program (ISTEP) reception.

Region 1 Central Area Industry Day is supported in part by:
Platinum Level: IEEE Green Mountain SSCS Chapter

Agenda



[Rush Holt](#)

U.S. Representative
12th District of NJ

[Keynote](#)



[Dr. Ravi Sethi](#)

President, Avaya Labs Research

[Intrapreneurship](#)



[Govi Rao](#)

Partner, Sustainable Century
Merchant Bank

[Strategic Renewal - Adapting From Engineering Foundation to Entrepreneurial Success](#)



[Professor John Buzza](#)

Director - Center for
Entrepreneurship

[The Alternative to Corporate America - Entrepreneurship in Today's Environment](#)

11:00 BREAK

11:15 - AM Track Continued - Auditorium - Wilson Hall



[James Kocsi](#)

District Director
US Small Business
Administration

[How Can the Federal Government Help?](#)



[Jackeline Mejias-Fuertes](#)

Assistant Director
New Jersey Small Business
Development Center
Brookdale Community College
Branch

[How Can the State Government Help?](#)

Q&A with Small Business Administration Executives

1:15 - PM Track - Auditorium - Wilson Hall



[Gordon Day](#) 2009 IEEE President-USA

Your Partner for Your Entrepreneurial Career Advancement



[Stephen Harbulak](#)

Intellectual Property attorney
Office of the Chief Counsel
Intellectual Property Law Division
US Army Communications-Electronics Life Cycle Management Command
Fort Monmouth, New Jersey

What Engineer Inventors Do Not Know About Patents May Hurt Them

3:00 - Track 1 - Renewable Energy - Samuel Magill Commons Club - Combined Rooms 107-108-109



Joseph DeLuca, Vice President, Development & Product Management

[Monetizing Value of Existing Distribution Assets - Utility Owned Pole Attached PV](#)



[Dr. Charles Brumlik](#) Managing Member
Nanobiz LLC

[Renewable Energy Opportunities and Challenges for Entrepreneurs](#)

3:00 - Track 2 - Biotechnology/Health Care - Wilson Hall



[Kent Roberts](#) Hodgson Russ Attorneys
Panel Moderator

[Panel - Biotechnology/Healthcare and Intellectual Property](#)



[Hay Yeung Cheung](#) Myers Wolin, LLC



[David L. Hecht](#) Amster Rothstein & Ebenstein LLP

Afternoon



[Charles A. Weiss](#) Kenyon & Kenyon LLP

IEEE North Eastern Industry Day 2010

IEEE Region 1 Northeast Industry Day

NID Article: [IEEE Institute Online article](#)

Date: Friday, September 24, 2010
Venue: Portsmouth Harbor Events and Conference Center
Residence Inn by Marriott Portsmouth
100 Deer Street
Portsmouth, NH 03801
[View Regional Map](#)
[Driving Directions](#)

Time: 8:00 AM to 6:00 PM
Contact: +1-603-672-3991
nid10@ieee.org

BAE SYSTEMS
Platinum Sponsor

ID 2010 Pictures & Presentations

Typical World Café Session

John Vig, IEEE Past President

Welcome to Northeast Industry Day 2010

Participate with industry experts, innovators, inventors, entrepreneurs, researchers, academics, legislators and engineering leaders in a synergistic approach to match technological solutions to industry's needs through keynote speakers, panel discussions and informative breakout and workshop sessions. [Learn how](#)



IEEE Region 1 Innovation Day 2011



India Industry Day-March 10-11; Bangalore (<http://ieee-industry.org/india/>)



IEEE Region 10 – India Industry Day March 2011



New Industry Initiatives in Planning for 2015

- Industry Engagement at Chapter/Section Levels – Ongoing Industry Initiative in India/Bangalore Section as an example
- IEEE Communication Society took active participation in two Cyber Security Conferences around New York and New Jersey
- High Impact One Day Summit (e.g., 5G, SDN/NFV) - *Planned for May First Week in Princeton University*
- Future Skillset Workshops - This is an opportunity for collaboration among Industry, Academic Community and IEEE. *Planned collaboration with IEEE-USA during Spring 2015*
- Industry Initiative with Startup Community - As one of the initiative and pilot program, we are reaching out to New Jersey Technology Council and collaborate on topics of interest to organize an event aimed towards start-ups.
- Planned Webinars around Industry Day Tools with Chapter Chairs and Section Chairs
- Make use of Industry Day Tools and Brochures

IEEE Communications Society

Initiatives in India (Munir Mohammed)

- Industry oriented workshops on advanced topics such as “Software Defined Networking” and “Big Data and Smart Devices – Challenges and Opportunities”
- Industry Relationships:
 - 2 way dialogs with the industry focussing on what the industry wants to achieve with IEEE engagement
 - Inducting Industry professionals to be part of ComSoc Chapter ExeCom
 - Tech Talks at Academic Institutions by Industry professionals 1/month to bridge gap between Industry and Academia
 - Industry outreaches encouraging various levels of engagement with IEEE and Society activities
- IEEE International Conference on Advanced Networks and Telecommunications Systems (ANTS 2014)
- IEEE India ComSoc Congress in Jan 2015
- Series of 2-3 workshops with the societies and the first one with ComSoc Bangalore is under planning on "Enabling IoT through Wireless Sensor Networks" followed by "Medical IoT"

thank you!
questions?

Industry Relations Opportunities & Challenges

Opportunities

IEEE opportunities to serve industrial interests

- Building pools of capable new employees
- Building employee technical skills
- Building employee leadership skills
- Building a technological “world view” for the future
- Building employee technical skills – in new areas of interest

Industrial engagement

- Better service to their IEEE-member employees
- Better access to IEEE-nonmember employees

A synergy between corporate and employee interests

- “Good projects” lead to corporate success
- “Good projects” lead to employee success
- “Good projects” often feature **emerging future technologies** that will enter a corporation’s product space or offer new efficiencies to its operation

Opportunities

Some examples of emerging future technologies

- “Smart grid”* entering the power and energy space
- “Computational biology” entering the pharmaceutical space
- “Cloud computing”* impacting the operation of many compute-reliant businesses

The suite of emerging future technologies

- Similarity for all participants in an industry – enables industry-wide offerings
- Benefits from broad IEEE technical scope

* Future Directions topics

Challenges

Different corporate interests

- Building pools of capable new employees
- Building employee technical skills
- Building employee leadership skills
- Building a technological “world view” for the future
- Building employee technical skills – in new areas of interest

Working with individual companies

- Companies compete with each other. A close relationship with Company A can inhibit a relationship with its competitors
- Need to be fair to all competitors in an industry
- Scalable offerings that can serve all in an industry – a special challenge for emerging future technologies

Challenges

Multidisciplinary suite of emerging technologies for an industry

- A challenge for TA ... as the organizational leadership tends to be technology-centric

Finding and attracting excellent speakers on emerging future technologies

- Many speakers are needed
- S/C “Distinguished Lecturers” may not be the best fit
- Incenting volunteers
- Corporate competition limits the pool of speakers

Parting thoughts

IEEE Technology Time Machine Symposium on Technologies Beyond 2020

- Sponsored by IEEE Future Directions
- June 1-3, 2011, Hong Kong
- Cloud computing, Future wireless, Mobile and Silicon technologies, Biomedical engineering and E-health, Smart Grid, Energy Harvesting, Digital Content, Carbon Nanostructures and the Internet of Things

- “The conference organizers have assembled a set of world renowned experts in all these fields making the IEEE Technology Time Machine (IEEE TTM) a truly unique opportunity to network with worldwide industry, government, and academic leaders.”

Parting thoughts

the Future Directions booth

- Information on current Future Directions topics
- Information on the Technology Time Machine
- Information on IEEE Technology Navigator