



***Creating a Robust Program
- Vibrant Speakers***

**Jonathan David SMIEEE
R6 PACE Coordinator**

Who are your Customers?



- ◆ **What do they Want? – who should they be?**
- ◆ **When and why do they come?**
- ◆ **What do they find interesting?**
- ◆ **Success?**
 - Attendance
 - BUZZ





Visibility

- ◆ **Attractive Web site**
 - Info packet for speakers
 - Who “we” are
- ◆ **Email Announcements**
- ◆ **RSS feed**
- ◆ **Posters members can use**
- ◆ **Linked in – facebook – other social forums**



Invite

- ◆ **Marketing**
 - Audience to Speakers
 - Events to Audience
 - Participation to Volunteers
- ◆ **PRACTICE**
- ◆ **ASK**



Spread the word



- ◆ **GRID**
- ◆ **Email**
- ◆ **E-notice**
- ◆ **Blogpost RSS**
- ◆ **Handouts**
- ◆ **Pre-meeting silent slide show**
- ◆ **Personal invites**



Start on Time



The Introduction



- ◆ Good Evening,
- ◆ My Name is Jonathan David, your host for this evening's meeting of the Santa Clara Valley IEEE Professional Activities group.
- ◆ Before introducing tonight's speaker, I'd like to remind you about next month's meeting. Dr. Smith of the University will discuss the upcoming time travel legislation on Feb 30th. Details are on our website at www.ieee.org/scv/pace where you can also sign-up for our email reminders, or access our RSS reminder feed, as well as material from prior meetings.
- ◆ Please silence your cell phones.
- ◆ It's my honor to introduce tonight's speaker.
- ◆ **Dr. Jones** has been an independent career coach here in the bay area for the last decade, including several of our members. He is the author of "Now what?: staying prepared in a dynamic job market", and also publishes the "now what" career blog. His passion for lifelong learning is reflected in an interest in Science fiction that I have shared with him over the last 3 years.
- ◆ Please welcome Dr. Jones.

Q&A



Reward

- ◆ Certificate of Thanks
- ◆ Dinner – Before After or ??
- ◆ Travel expenses
- ◆ Get a sponsor to provide nice gifts..



Close



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Jonathan David SMIEEE

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Linked in – facebook – other social forums

Who are your Customers?

What do they Want? –
who should they be?
What do they find interesting?
When and why do they come?

Success?

Attendance
BUZZ

On the Look out

ALWAYS
News
Blogs
Conferences
Journals
Your Network

Connect

To your network
Subscribe to blogs, forums,
communities, email lists
Attend Section Meetings and trainings
Attend conferences – PRESENT

Visibility

Attractive Web site
Info packet for speakers
Who “we” are
Email Announcements
RSS feed
Posters members can use

Invite

Marketing

Audience to Speakers
Events to Audience
Participation to Volunteers

Practice your elevator pitch

ASK

Spread the word

Grid
Email
Newspapers
SVEC
Blogpost RSS
E-notice
Posters
Handouts
Pre-meeting silent slide show
Personal Invites

Prepare

Make sure you have the correct bio and abstract from the speaker.
Make sure he knows your audience
Make sure he knows to rehearse
The room, registration, food, beverages, nametags?

Start on time

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Please welcome Dr. Jones.

Q&A

Run it professionally,

Questioner should state name & affiliation?

Don't let it go too long

Rewarding the Speaker

Reimbursement

Certificate or plaque

Dinner before or after

Get a sponsor to provide nice gifts

Close

Cleanup

Minimize impact on the Host company

Lock the doors.