IEEE ComSoc

Technical Activities and Industry Outreach

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Green ICT Initiative: 2016 Milestones

› Increased awareness by organizing and chairing expert panels and symposia at several events:
  – ICC, VTC, GreenComm, ISTAS, CNSM, GLOBECOM
  – Sponsoring Virtual Events in Africa Program

› Conducted two highly successful standards workshops in collaboration with MTT-S, IEEE SA, Environmental experts, Ericsson, Nokia, GSMA, and ComSoc, leading to 9 PARs for Standards Working Groups
  – IEEE New Standards Committee (NesCom) review mid-December

› Established active planning team for inaugural "Greening through ICT Summit"
  – Multi-society, multi-disciplinary 'mash-up' networking format over 1½ days

Green ICT Initiative: 2016 Milestones

› Published IEEE Institute special Green ICT Edition (March 2016)

› Received approval for Transactions; first issue in 2017

   – Incubated using three oversubscribed JSAC issues

› Submitted LOI and Phase 1 proposal for Sustainable ICT Magazine to launch 2018

› Invigorating portal with content from IEEE Societies

   – Sessions up nearly 3x, page views up nearly 4x from July-November

› ~4,100 Technical Community members

Green ICT Initiative: 2017 Plans

› Finalize strategic framework for 2018 transition and develop business plans

› Collaborate with IEEE Societies, Councils and Organizational Units to establish Green ICT as a top-of-mind subject

  – Enhance existing IEEE conferences with technical Green ICT expert speakers

› Engage additional IEEE Societies, Councils and OUs via conferences, standards development, Technical Community, webinars, Distinguished Lectures

› Inaugural "Greening Through ICT Summit," May 2017, Paris

› Finalize phase 2 magazine proposal (2018 launch)

Green ICT Initiative: 2017 Plans

› Initiate three standards working groups and up to nine standards development projects

› Develop "Green Label" certification based on newly developed standards

   – White papers to be developed to publicize and inform industry of new certification

› Produce first issue of Transactions

› Continue growth of Technical Community

**The added value of new products and revenue
resulting from the Green ICT initiative will be a result of leveraging and
bringing together existing competencies in various Societies and OUs**

**New products offer the potential
to grow IEEE's influence outside its traditional spheres
and diversify its membership**

Internet of Things: 2016 Milestones

▶ **Transition Into IEEE Operations**
  - Secured agreement on a transition plan where a consortium of 22 societies/councils/OUs have formed an IoT Technical Community within TAB beginning on 1 January 2017, with an initial budget of $315K
  - ComSoc is lead sponsor

▶ **IEEE IoT Community Development**
  - Total members/followers (Twitter, LinkedIn, Technical Community, Collabratec) for IoT grew to a projected 35,400 at the end of 2016 from 21,100 at the start of 2016 – a 68% increase

▶ **WF-IoT 2016 Conference in Reston, Va.**
  - 3rd Annual, December 12-14
  - Vint Cerf Keynote

Internet of Things: 2016 Milestones

- ❯ IEEE IoT Newsletter
  - – 6 issues, 24 articles; almost 14K subscribers
- ❯ eLearning Modules
  - – Launched a series of 9 modules
- ❯ Conducted 10 IoT Webinars/Hangouts
  - – 1.5K+ live and on-demand viewers

Internet of Things: 2017 Plans

› Operationalize governance following key council and committee appointments

› Grow participation by continuing to solicit IEEE sponsors through Q1

› Secure industry and government sponsors

› Increase industry engagement by inviting contributions from key executives and partnering with appropriate groups

› Seek relationships with verticals outside the usual IEEE scope

Internet of Things: 2017 Plans

‣ Develop revenue and awareness through various events including curriculum workshops, summits, and regional events targeting local verticals

‣ Complete repositioning of WF-IoT conference as February-March event beginning in 2018, adding major sponsors and increasing industry and government participation

‣ Develop an IoT Magazine aimed at practitioners (targeting February Board Series review of Phase 1 proposal)

‣ Build on existing groundwork in Social Media and collaborative channels; newsletter; training; entrepreneurial and start-up events

‣ **Add volunteers!!!**

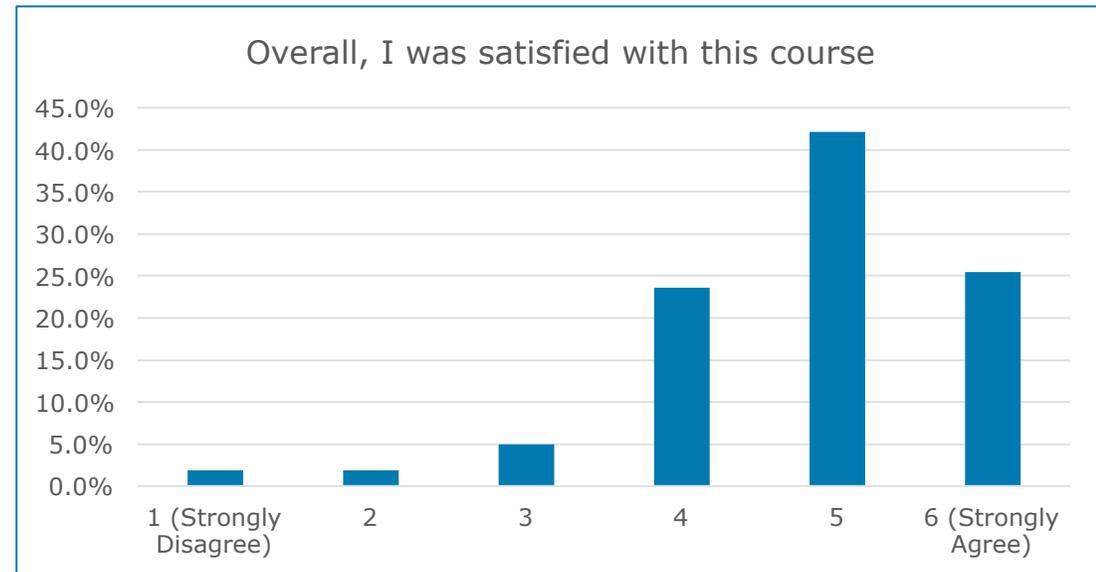# ComSoc Certification & Professional Education: 2016 Milestones

› Gross revenue, attendance continuing year-over-year growth trend
  - Gross revenue up >20%, attendance up 40% from Jan.-Nov. 2016 compared to all of 2015

Three-year trends:
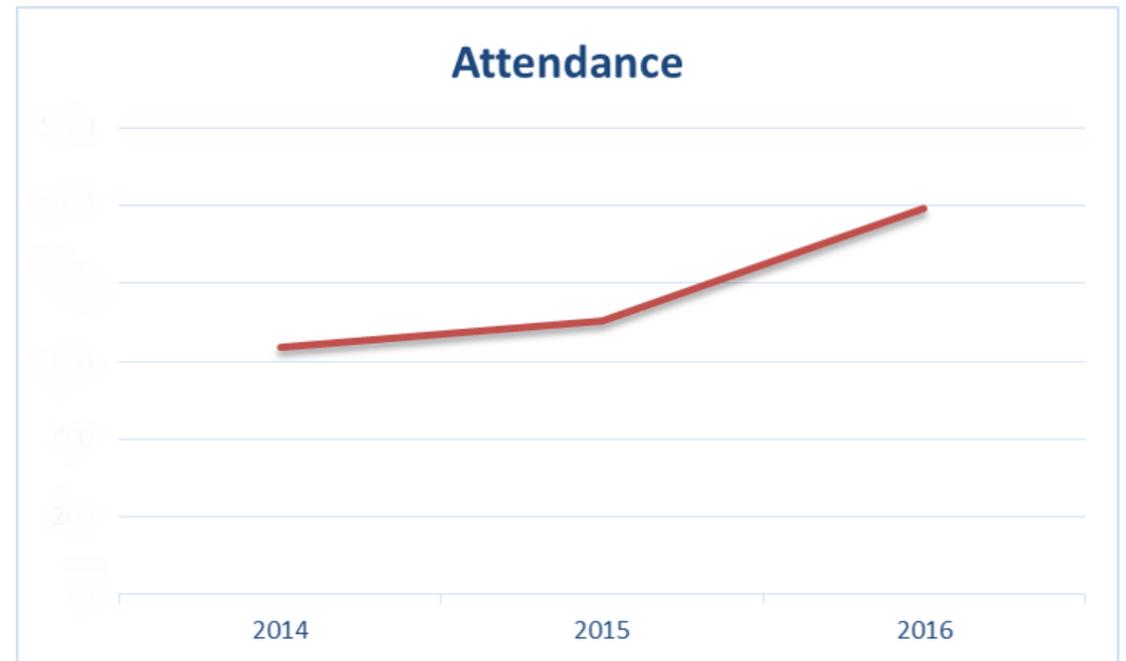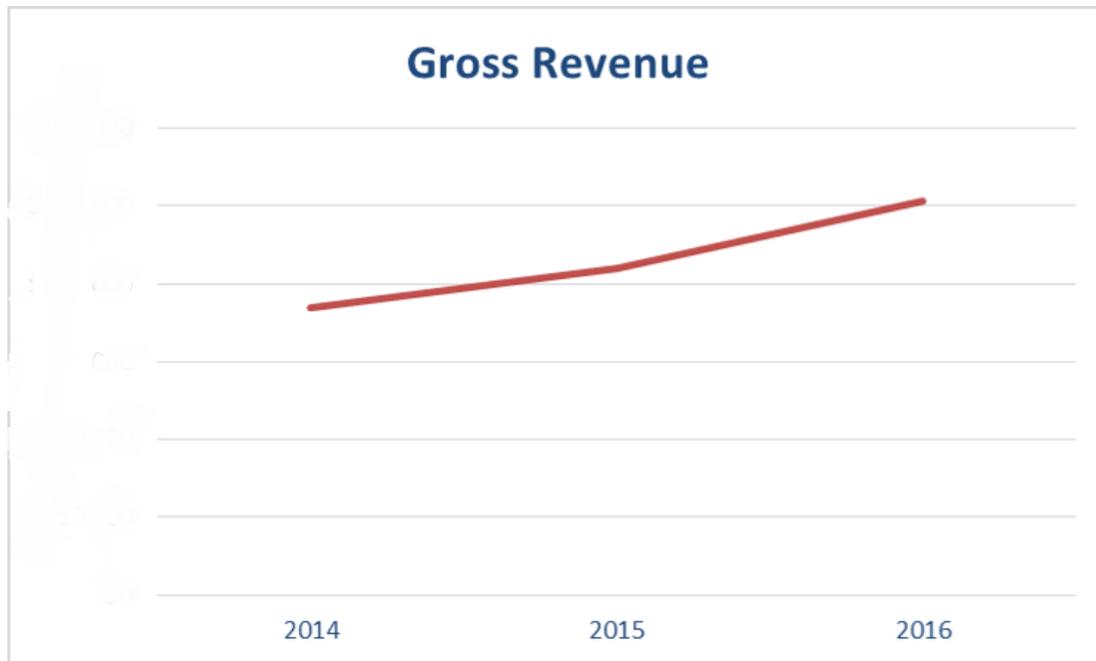
ComSoc Certification & Professional Education: 2016 Milestones

› Wireless Communications Engineering Technologies (WCET) program expected to post first surplus in 2016

 – Revenue up 16% year over year

› Surveys indicate cumulative student satisfaction:

Overall, I was satisfied with this course

ComSoc Certification & Professional Education: 2017 Plans

❯ Partner with Marketing, Conferences to identify additional revenue opportunities
  - Offer in-person training at more conferences
  - Position relevant WebEx courses around conferences
  - Bundle training with like products (sponsored tutorials, webinars) covering subjects of interest

❯ Explore alternative delivery methods and price accordingly (consumer video model)
  - Add alternative time zones to live-training menu
  - Offer recorded training
  - Facilitate via new and/or alternative delivery platform(s); add-on(s) to existing platform

❯ Explore partnerships
  - Is there compelling third-party training that could be brought in?
  - Care needed to avoid diluting value of existing courses

ComSoc Certification & Professional Education: 2017 Plans

› Expand market through revenue-share and corporate sales
  – Wireless Training Center agreement for early-2017 Intensive Wireless Communications course
  – How to best push into corporate accounts (versus today's model of absorbing requests)?

› Refresh and expand sponsored content
  – Webinars, free tutorials
  – Leverage recorded conference content

› Offer free courses with fee-based certification
  – Financials under evaluation

Industry Outreach: 2016 Milestones

› Seven 5G Summits held; one more scheduled

  – 49 cumulative industry sponsors/exhibits
  – Robust industry participation

› Airbus Group	› Facebook	› Rohde & Schwarz
› Alcatel Lucent	› Google	› Samsung
› Altera	› Huawei	› Sprint
› Amdocs	› IBM	› Telecom Italia
› AT&T	› Integrated Device Technology	› Telefonica
› Bell Canada		› Telus
› Cadence	› Intel	› T-Mobile
› China Mobile	› Keysight Technologies	› Toshiba
› Ciena	› National Instruments	› Toyota
› Deutsche Telekom	› NEC	› Volkswagen
› Ericsson	› Nokia	› XILINX
	› NTT DOCOMO	
	› Qualcomm	

Industry Outreach: 2017 Plans

› Fine-tune summit model; apply to additional initiatives (IoT, Green ICT, etc.)

› Fine-tune and execute strategy to expand industry engagement
  – Measure and publicize success
  – Plan to identify synergies and address gaps
  – Adjust the portfolio