



# How to ENGAGE INDUSTRY in conferences

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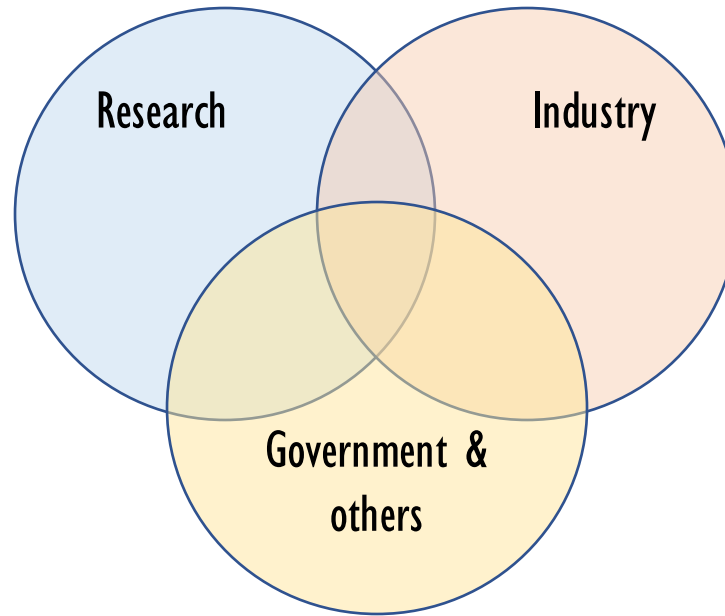
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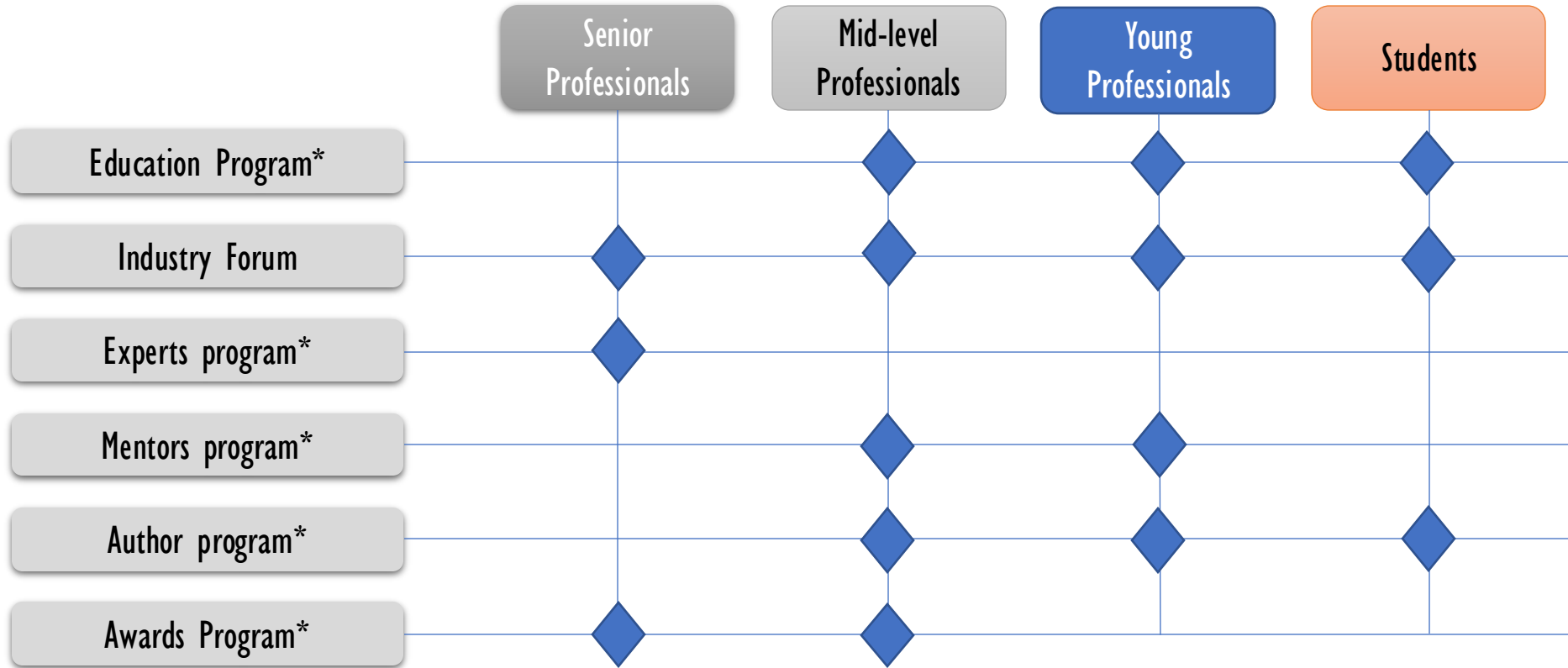
# Scope of a typical conference



# What exactly is industry ? Wake up call



# Industry is not monolithic



# Industry Engagement GENERAL

Industry professionals are speakers

Industry professionals don't write research papers

Industry professionals may write articles

Industry professionals like external validation

Industry professionals appreciate recognition

# Industry engagement tips **SPEAKERS**

Align with the conference theme

Identify the expertise of the speaker

Identify more Speakers than needed

Provide the guideline for key note contents

Validate speaker credentials by socialising names

# Industry engagement tips PANEL

Topic should be relevant to the conference theme

Ensure there is diversity in the panel

Share the panellists' details with the panel in advance

Identify a good moderator, coordinate well

Validate panellist credentials by socialising names

# Industry engagement tips PARTNERSHIP

Look for (local) sponsors not sponsorship

Identify 'friend of IEEE' in companies

Be flexible; Sponsorship in cash or kind

Advice on IEEE relevance, benefits & Membership

Offer group discounts for registrations

# Industry engagement tips **BRANDING**

Ensure the affiliation is verified by Speaker/Panellist

Request for VIDEO / Short notes (Preconference)

Request for post conference feedback

Personalise Social media posts

Choose smart mementos

# IEEE TEMS INDIA

AWARDS can be  
Co-branded too



**Deadline : 15.11.2019**

**Self-Nomination form : <https://forms.gle/6jCya8PbusJs2eJPA>**

**Referred Nomination form : <https://forms.gle/FmH8hryL8jG2zAm26>**

**Contact**

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# Ethics in Industry engagement

Personal or Controversial information

If session can be recorded

If social media restrictions apply

If presented material can be shared (post conference)

Friends as speaker vs Speaker as friend

# Ensure

- Its repeatable
- It is professional
- IEEE is publicized
- Society relevance is clarified
- Volunteering is solicited

**Dr. Sudeendra Koushik** BE, MBA, PG-Strategy at IIM-K, PhD (Innovation), Fellow IEI  
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**THANK YOU**

