



IEEE ComSoc EMEA Region

Strategic Discussion Meeting

Friday 23 September, 2011
Venice Italy



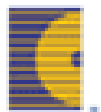
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Meeting Participants

Selected Chapter Chairs from EMEA Region:

- | | |
|--------------------------|-----------------------|
| ▪ Bosnia and Herzegovina | Aleksander Mastilovic |
| ▪ Croatia | Mario Kusek |
| ▪ Cyprus | Costas Economides |
| ▪ France | Jean Gabriel Remy |
| ▪ Italy | Dajana Cassioli |
| ▪ Serbia & Montenegro | George Paunovic |
| ▪ Slovenia | Iztok Humar |
| ▪ Director, MPD | Shri Goyal |
| ▪ Director EMEA | Tariq Durrani |



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ComSoc EMEA Strategic Discussion Meeting

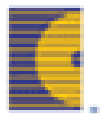
Friday, 23 September 2011

Agenda

- | | |
|-------------|---|
| 1:00 – 1:20 | Introductions and Scene Setting |
| 1:20 – 3:00 | Discussion topics -
ComSoc EMEA region and how to energize its activities;
SWOT analysis
Membership Dev. and building active leadership
Local activities and ideas for novel initiatives to serve members |
| 3:00 – 3:30 | Coffee Break |
| 3:30 – 5:30 | Discussion and Plan Setting
Creating local (joint) activities in your area
DLTs, student activities, industry engagement
Professional/organizational/financial activities and needs
Other issues. |
| 7.30 | Dinner |

EMEA Region

- The largest IEEE ComSoc Region (geographically)
- 59 Chapters and about 9,500 members
- Host DLTs,
- In 2010 initiated ComSoc EMEA Regional Young Professional Researcher Award
- Ties with Region 8
- New Initiatives.



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IEEE ComSoc Members in EMEA

-

- **No. of ComSoc Chapters** **59**

Representative membership numbers

- U.K.& Rep of Ireland Section 1,558
- Germany Section 981
- Italy Section 707
- France Section 579
- Spain Section 546
- Benelux Section 431
- Switzerland Section 347
- Sweden Section 336
- **ComSoc Members** **9646**



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Performance measures

- Organizing full or half day seminar, symposium or conference
- Chapter financial reserves are equal 1.5 times last year's expenditures
- Five officers in place/reported: Chair, V.Chair, Treas, Sec., MD
- Membership Upgrade to Senior & Fellow
- Participating in a DLT
- Turning in all IEEE reports on time

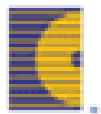


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Performance measures

- Membership growth (performance dependent)
- Holding 3 Technical meetings
- Holding educational or public relations program
- Holding student activity meeting
- Industry involved in chapter activities



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SWOT Analysis – Strengths, Weaknesses, Opportunities and Threats

- STRENGTHS
- Implementation and industry
- Publications and conferences
- International perspective

SWOT Analysis – Strengths, Weaknesses, Opportunities and Threats

- WEAKNESSES

1. Members from industry –(exploit relationship with standards; support for certification, TSD SG
2. Weak connections between top of ComSoc and chapters and members (provide more information e.g. list of conferences, training/certification programmes, initiatives, **chapter chair manual; TSD .SG with support from CCs.**



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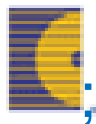
SWOT Analysis – Strengths, Weaknesses, Opportunities and Threats

- WEAKNESSES

1. Need to justify ComSoc initiatives
2. Lack of training for future leaders – Leadership Academy –TSD.
3. Lack of volunteers/leaders –is there a need for some training program?
4. Need to attract technical leaders

General –Useful ComSoc staff contacts:

c.cronin@comsoc.org; c.swaim@comsoc.org

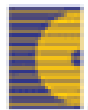


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SWOT Analysis – Strengths, Weaknesses, Opportunities and Threats

- WEAKNESSES
- Lack of clarity of benefits on offer (Q. when Online library available, why become a member? –perhaps social networking to share technical experience, establish awards for solutions to specific programmes
- membership could include several download-future member benefit, e.g.. Offer five free tutorials for new members
- Industry need to find benefit;
.Information on IEEE benefits – TSD and SG to provide a paper on benefits.



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SWOT Analysis – Strengths, Weaknesses, Opportunities and Threats

- WEAKNESSES
- Lack of visibility of IEEE and ComSoc in high places ,e.g.. government –(Once a year send top level delegation, to specific chapters, sign up MOU with key individuals/ organisations/government departments, - E.g. use sister societies MOU as a model
- Suggest a New Initiative –funding –for high level protocol
- Need to be sensitive to political impact. –TSD and SG
- Local Chapter chairs will be willing to identify issues and opportunities and make contact with key players for such a delegation to meet with.



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SWOT Analysis – Strengths, Weaknesses, Opportunities and Threats

- WEAKNESSES
- Lack of promotion/advertising of IEEE – **carol and Carole to suggest mechanisms**
- Problem of upgrading to senior membership –define benefits – (why should I become a senior member ?
- Ans. SM is an intermediate state to becoming a Fellow or DLT)) –
- **Approach -local decision, chapter chairs should encourage members upgrading**



SWOT Analysis – Strengths, Weaknesses, Opportunities and Threats

- OPPORTUNITIES
- Industry is exploding
- Involve telecom operators in EMEA ComSoc –
- Shri to offer support for local events **Chapter Chairs to submit applications for membership development**
- Links with standards to be reinforced
- Upgrade to SM by encouragement of **chapter/Section**



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SWOT Analysis – Strengths, Weaknesses, Opportunities and Threats

- OPPORTUNITIES
- Publication in EMEA e.g.. China model - to explore TSD.-JGR
- E.g. special interest areas with Region 8??

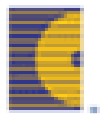


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SWOT Analysis – Strengths, Weaknesses, Opportunities and Threats

- THREATS
- IEEE should be seen to be global and not US-centric, dominated from Piscataway
- Maintaining relationship with industry



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