

**IEEE Communications Society
Asia Pacific Regional Chapters Chair Congress (AP RCCC) 2007
ADVANCE PROGRAM**

• **Thursday 15 March 2007**

Ching Room, 4th Floor, Sheraton Hong Kong Hotel & Towers

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| 07:30-09:00 | Breakfast (Ching Room) |
| 08:30-09:00 | Registration |
| 09:00-09:15 | Welcome Remark and briefing by APB CCC Chair (Abbas Jamalipour) |
| | Welcome Message by APB Director (Daehyoung Hong) |
| 09:15-10:00 | Keynote Addresses by:
ComSoc President (Nim Cheung)
ComSoc VP - Membership Development (ByeongGi Lee)
Self-Introduction of Attendees |
| 10:00-10:30 | Presentation on “Membership Development Program and Marketing”
by ComSoc Director for Marketing (Bob Shapiro)
and ComSoc Marketing Manager (John Pape) |
| 10:30-10:40 | Presentation on “Standard Issues”
by ComSoc Director for Standards (Alex Gelman) |
| 10:40-11:00 | Coffee Break |
| 11:00-11:20 | Presentation on “ComSoc Structure, Support, Activities, in AP”
with Q&A by the IEEE Asia Pacific Office (Fanny Su) |
| 11:20-11:40 | Presentation on “2007 Action Plan, and Activity Report in AP”
by AP Director (Daehyoung Hong) |
| 11:40-12:00 | Discussion on “How to provide better services to ComSoc members in AP
region by APB CCC Chair (Abbas Jamalipour) |
| 12.00-13:00 | Lunch (Ching Room) |
| 13:00-15:00 | Briefing on Chapter Activities by Chapter Chairs |
| 15:00-15:30 | Coffee Break |
| 15:30-17:00 | Open Discussion on “How to promote ComSoc activities in AP region”
Facilitator: Abbas Jamalipour |
| <u>The Garden Suite, 7th Floor, The Peninsula Hotel</u> | |
| 18:30-21:00 | Banquet and Wrap-up Conclusion |

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Open Discussion on “How to promote ComSoc activities in AP region”

- *Why I should become and stay as an IEEE ComSoc Member?*
 - Membership values (*Are we getting them right?*)
 - Involvement in publications and standardization
 - **Professional career development**
 - Professional recognitions
 - DLT and other seminars
 - Student awards and travel support
 - Community networking
 - International visibility

Open Discussion on “How to promote ComSoc activities in AP region”

- Comments
 - Acceptance rate and registration fees of conferences
 - IEEE membership vs. IEEE ComSoc membership
 - Do non-members know the benefits?
 - Why someone doesn't renew the membership?
 - Can IEEE help with those not renewing?
 - Multiple-year membership / life membership
 - Does complementary membership/reduced conference registration help the membership increase rate?
 - Attract younger people by new initiatives
 - IEEE Xplore pricing based on number of institute membership
 - Membership rebate/reward vs. professional merit

Open Discussion on “How to promote ComSoc activities in AP region”

- Comments
 - Who to target? Students or professionals?
 - Keep the excellence of the society, people join then
 - Chapter-basis award and recognition
 - Student competitions organized by the Society
 - Improving the quality of publications by more interactive contents
 - Student social activities to promote membership
 - Mentoring program

Open Discussion on “How to promote ComSoc activities in AP region”

- Action Plan: *What we need to do next?*
 - (Student) social event for introducing IEEE ComSoc including promoting industry relationship
 - Promoting chapter members to sign up for mentorship program (for ComSoc)
 - APB student member congress at major or regional conference
 - Student competitions organized by Chapters
 - Chapter-oriented (local) awards
 - Promote for applying toward SM and F IEEE grades

The Garden Suite, 7th Floor, The Peninsula Hotel

19:00-21:00 Banquet and Wrap-up Conclusion