IEEE

IEEE Communications Society

Marketing & Promotion Tools for Chapters

# ComSoc Chapter Promotion Tools

Tools to help you keep your members, attract new members, and support your activities

- Online assistance

- Sample publications

- Literature, visual aids, society information

- Database help

- Research

ComSoc Chapter Tools
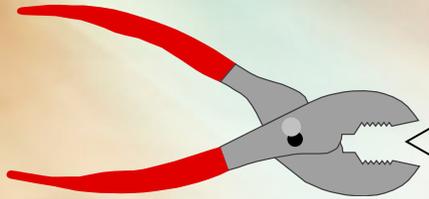
Chapter Manual

- 84 page resource, copies available - NY office

- Funding policies, ComSoc process, awards

- New Chapter formation, IEEE requirements

- WWW references, forms, contact information

- Successful case studies

ComSoc Chapter Tools

- ComSoc organization & contact information

- CommOntology and Digital Library

- Member applications, forms, and links for updating records and conducting transactions

- ComSoc hosts your Chapter's www site; ftp access via user name and password; chapter responsible for content

- Tech support from NY office 9-5PM EST, Monday - Friday

ComSoc Online
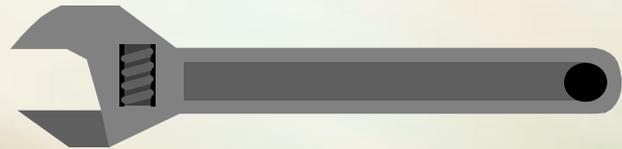
ComSoc Chapter Tools
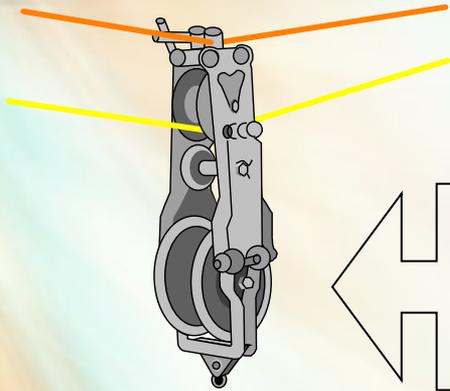
Promotion Literature ⟵

- Membership Applications
- Society Brochure
- Directory
- Sample copies
- Publication Promotions
- Posters
- Special Offers
- Premiums
- Brief History of Communications

ComSoc Chapter Tools

Custom Flyers for Chapters

Letter or A4 size

ComSoc Chapter Tools

Generic
ComSoc
Posters

ComSoc Chapter Tools

ComSoc PowerPoint

- Society Overview
- 27 Slide Power Point Presentation
- Describes Society Goals, Organization & Demographics
- Includes Publications, Conferences, Technical Interests & Benefits
- Contact Information for officers and staff

ComSoc Chapter Tools

Annual Special Offer

½ year free ComSoc membership for IEEE members

- Active IEEE members only
- Cannot be former ComSoc members
- Usually runs from May to August
- Web response forms available

ComSoc Chapter Tools

- E-mail addresses in text format

- Address labels for Chapter

- Other database information

E-mail Addresses & Labels

ComSoc Chapter Tools

Chapter Visibility
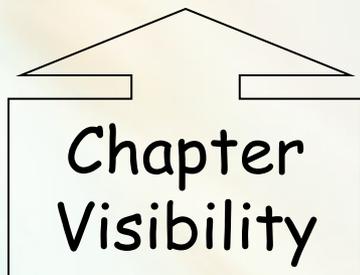
- *Communications Magazine* - Global Communications Newsletter - Carole Swaim

- E-News - http://www.comsoc.org/e-news/index.html

ComSoc Chapter Support

Carole Swaim and NY staff

ComSoc Chapter Support

ComSoc headquarters
move to
3 Park Avenue, NYC

ComSoc Chapter Support

- RCCCs/GCCCs

- DLTs

- Publications

- Awards

- Travel

- Receptions

- Financial Aid

- ComSoc Online

- Promotion Literature

- Chapter Manual

- E-mail Addresses

- Visibility

- Power Point Presentation

- Staff Support