

IEEE Communications Society “IndustryNow” Program

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Executive Summary:

The Industry Now (INN) Program is designed to promote industry participation in the IEEE Communications Society (ComSoc) around the world by offering companies the opportunities to utilize the values that ComSoc creates by working with the professional around the world. It is specially tailored for industry in the fast developing regions. It offers the option of customizing packages to suit both geographic and company-specific needs.

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Goods and services of ComSoc are packaged to maximize their value to industry. INN is initially being offered in 50 and 100 member packages and includes conference tutorials, participation in certification programs, technical and standard committees, technical forums and conferences participation. It also promotes participation of senior executives and top networking and technical talent in collective program solving towards solving difficult global issues and problems.

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These packages are being offered at a very attractive price; at cost or even at subsidized costs, to engage the global industry in ComSoc. They are also being offered as a way to get participation and feedback from different regions. The program will be enhanced and modified based on the feedback data as time progresses.

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We hope you will find the IndustryNow packages both attractive and valuable.

Program Description

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ComSoc is a community comprised of a diverse group of over 40,000 industry professionals with a common interest in advancing all communications technologies. To that end, the Society sponsors publications, conferences, educational programs, local activities, global networking and technical committees that:

- Foster original work in all aspects of communications science, engineering, and technology.
- Encourage the development of applications that use signals to transfer voice, data, image, and/or video information between locations.
- Promote the theory and use of systems involving all types of terminals, computers, and information processors; all pertinent systems and operations that facilitate transfer; all transmission media; switched and unswitched networks; and network layouts, protocols, architectures, and implementations.
- Strongly advance developments toward meeting new market demands in systems, products, and technologies such as personal communications services, multimedia communications systems, enterprise networks, and optical communications systems.

The Communications Society of IEEE recognizes the importance of a strong relationship with Academia, Industry, and Government. These sectors are well represented through the participation of their engineers in ComSoc through the membership program.

However, to improve ties with individual institutions and companies, ComSoc is responding to an explicit request of setting up a focused program for industry. This program is called, “IndustryNow.”

Since the program is intended to focus on specific needs, individual features can be customized on a case by case basis.

The customization takes place through a direct interaction with a ComSoc representative and an official of the institution or company.

□ IndustryNow Program Objective

The IndustryNow Program is intended for Institutions and Companies that want to take advantage of the value and opportunities provided by ComSoc and manage them directly to the benefit of their employees according to their policies and plans.

Although the package value that is being offered greatly exceeds the cumulative cost of all services being offered and may therefore be considered a bundle of services and products, the primary objective is to offer the IndustryNow Program organization the ability to manage the use of the various products directly according to individual company policies and preferences.

It is expected that this offering will help the organization attract and retain employees by motivating them to get engaged in technical activities and network with other professionals around the world

□ ComSoc Products and Services

ComSoc membership entitles the individual member to receive monthly issues of *IEEE Communication Magazine*, to access legacy issues of the magazine via the ComSoc Digital Library and the CommOntology, view online tutorials (there are over 50 as of July 2007, check the updated list at: <http://www.comsoc.org/livepubs/tutorials/alpha/index.html>) at a reduced member price, to attend conferences at a reduced registration fee (for a complete list check at: <http://www.comsoc.org/confs/index.html>). Additionally, members can actively participate in over 20 Technical Committees and be elected to officer's positions thus helping to steer the direction of focus and evolution of specific technical areas.

Members can apply for the status of Senior Member as recognition of their seniority in a specific field in telecommunications. This elevation to Senior Member has to be endorsed by three other Senior Members of ComSoc.

Membership fees in the IEEE and the Communications Society vary depending on the geographical Region (from US\$169 to US\$206 in 2007).

As part of the IndustryNow Program the Company or Institution can:

1. Reserve a predetermined number of individual memberships (initially 50 or 100 per package). The IndustryNow Company can use these memberships at their discretion communicating the name of the person to be enrolled. Either the Company or ComSoc can notify the employee of the membership and how to complete the application ("employee" status is determined by the Company, and may include full-time, part-time, contracted or consulting employees, heretofore referred to as "IndustryNow Members"). Hence, the Company can use this as a recognition tool, as a token of appreciation, as a reward or as a career plan. ComSoc can provide a business card to the IndustryNow Members.
2. As part of the membership bundle, the IndustryNow Company can indicate names of their employees that may attain the Senior Member level, indicating for each the specific contribution made to the field of telecommunications. ComSoc will assist those eligible through the process of elevation to Senior Member status. The Company may propose specific phrasing to be included in the recognition letter. The number of Senior Members that a Company may indicate is 10% of the overall reserved membership.
3. For every IndustryNow Member (i.e., individual member designated by the Company), ComSoc will provide a free access to online tutorial. Online tutorials are great educational and technology training tools. The IndustryNow Company will notify ComSoc of the specific tutorial selected. ComSoc will provide the Member with a promotion code for free access. The IndustryNow Company may desire to extend the package acquiring access to more tutorials at an extra price.

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The Company may phrase a specific letter to a specific person indicating the reason for providing him/her the opportunity of attending that online tutorial.

4. For every IndustryNow member, ComSoc will provide free access to the Digital Library of papers from publications and conferences.
5. For every IndustryNow Company with a 50 member package, ComSoc will provide a free registration to one of its conferences during the year covered by the IndustryNow agreement. The IndustryNow Company may choose to use these free registrations as it wishes: as part of a career plan or recognition plan. Travel and subsistence expenses are not included.

□ Tailored products for IndustryNow Program Participants

ComSoc can provide individual Institutions and Companies with exceptional opportunities for visibility and for leveraging on ComSoc products to help them stay on the leading edge of the technology evolution and connecting them with other professionals around the world
A IndustryNow Company can request:

1. Publish one paper per year in a special section of the Communications magazine, this provides great exposure. To be eligible, the paper shall have a technical content and shall not contain commercial information. (Guidelines for such publications will be forthcoming)
2. Special reduced pricing for advertisements in the *IEEE Communications Magazine* can be negotiated directly with the appropriate department of ComSoc.
3. Free exhibit space at one of the ComSoc's flagship conferences (where an expo is planned). The use of such a space is under the responsibility of the Company, as it is the preparation, set up and presence. This benefit requires a IndustryNow level of at least 200. Members.
4. The IndustryNow Company may request an on premises presentation if a Distinguished Lecturer tour is scheduled in their geographical area. DLTs may be attended by any number of people, also non members, upon agreement with the local Chapter. In the case of a presentation on the Company's premises, the IndustryNow Company may invite people from outside of the Company. Any IndustryNow Company will be notified of the possibility of a DLT, and the DLT topic, before the DLT is publicly announced. In addition, IndustryNow Company may nominate one or more employees with distinguished expertise as a DLT lecturer. For a list of present DLTs please visit:
<http://www.comsoc.org/sistersocieties/dlt.html>
5. The IndustryNow Company may propose, in collaboration with a local Chapter, a specific theme for a DLT. Presentation given as part of a DLT on the Company premises can be recorded and used for internal training by the Company for all employees. Special lectures on specific topics, under Corporate Lecture Tour (CLT) Programs may be requested and will be considered on a case by case basis.
6. A IndustryNow Company will receive visibility and access to all ComSoc Officers and Volunteers so that they can be contacted for soliciting specific training on their premises. Expenses relating to such events are the IndustryNow Company responsibility.
7. The IndustryNow Company will be encouraged to provide a profile of their Officers that are willing to be considered for keynote presentations, executive roundtable or luncheon speakers at ComSoc Conferences. ComSoc, through its Technical Committees and the Conference Organizers, will try to accommodate all requests.
8. All IndustryNow organizations are invited to participate in the Board of Governors or special meeting once a year to socialize their needs and expectations.
9. ComSoc will appoint a representative in charge of interfacing with the Company on any question and need related to the program. The contact person will also enable access to technical experts, conference officers and the process on standards. At the end of each year, the ComSoc representative will provide the Board of Governors with a summary of the relationship status signed by the IndustryNow Company as a means to improve the effectiveness of the relationship.
10. Each IndustryNow Company may request a number of contact points in technical fields that can be used by its employees to get first hand information. ComSoc, based on the specific

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needs, will set up links with ComSoc volunteers that excel in those specific areas of expertise.

10. Each IndustryNow Company may become a member of a Technical Committee by appointing one of its ComSoc members as a contact point. The contact person will receive information on Committee meetings, where he/she can attend in person or be briefed on the results afterwards.
11. Specialized and customized certification programs can be developed to help the Company in training and evaluating the skill and know-how of their employees based on an international benchmarking. Based on that specific education package. Special training plans can be developed including participation in ComSoc activities. Cost of special requests, not within the ComSoc's plans will be charged to IndustryNow Company.
12. A IndustryNow Company may ask ComSoc's support in establishing relations worldwide with other companies to exchange technical information. ComSoc will provide a mail address where available but it is up to the IndustryNow Company to establish and maintain the relation.
13. IndustryNow members, like all ComSoc members, will be encouraged to participate to ComSoc activities, take leadership positions in ComSoc conferences and activities.

□ Guidelines to develop your own IndustryNow Package

The purpose of the IndustryNow Package is to let each Company tailor services and products to what they value most and customizes the package to their needs and preferences.

Once a Company perceives an interest in the IndustryNow Program, they should contact Shri Goyal, ComSoc's **Director of Membership Programs Development or John Pape, ComSoc's Marketing Manager** to set up a first discussion to help customize the IndustryNow Package.

What follows is a checklist that may be of help in the assessment of the level of membership:

- ✚ How many employees are already member of IEEE ComSoc?
- ✚ How many engineers are employed by the Company (please include also any physical science graduate)?
- ✚ How many conferences are Company's employees attending per year?
- ✚ How many papers are being published by Company's employees in technical journals per year?
- ✚ What are the Company needs in terms of advanced, global education?
- ✚ What percentage of employees would be motivated by technical excellence, by belonging to the most trusted institution in the technical field?
- ✚ How can they tailor their employees benefit program to leverage a global environment of excellence?
- ✚ What are the local, regional, and global visibility objectives of the organization?

□ Example of an IndustryNow Program Package

Company X is based in India, has an excellence in a certain set of technologies, is well recognized locally, and looks at the IndustryNow Program as a way to maintain its local leading edge, to motivate/reward employees, and to expand in know-how and markets on a Regional basis. They have 1,000 engineers, some recent graduates and some PhDs, with 50 of them already belonging to ComSoc.

The IndustryNow Program is based on a 500 subscription level since the Company wants to provide incentives for technical excellence and maintain an open communication with other professionals. The package includes:

- ✚ 500 memberships (the company has decided the names of their employees to receive this benefit, part are senior members and part are new hires).
- ✚ All 1,000 engineers are given free access to technical libraries of ComSoc.

- ✦ 50 employees have been selected to apply for Senior Membership. A special ceremony has been set up to bestow this recognition in the occasion of a lecture given by a well known ComSoc speaker.
- ✦ 10 free registrations have been assigned as special recognition to selected employees to attend IEEE GLOBECOM 2008 and ICC 2008.
- ✦ The Company CEO will be giving a keynote speech at a major International Conference
- ✦ A technical paper describing the innovative technical approach to bringing broadband in a rural environment using Company's technology will be published in *IEEE Communications Magazine* in a special focus issue on Rural Infrastructures.
- ✦ The Company has appointed three bright young engineers to be involved in ComSoc's Technical Committees on: 1) Radio Communications, 2) Ad Hoc Sensors Communications Networks and 3) Power line Communications. One of these engineers is already involved in planning a special session at a 2008 Conference that will discuss new technologies and infrastructure for BroadBand in India's Rural Areas.
- ✦ Through the offices of ComSoc, an educational trip is being organized in conjunction with attendance to conferences to visit local companies and exchange information.
- ✦ Some existing and some new members working in the areas of expertise assume leadership positions in ComSoc bringing additional visibility to the IndustryNow Company. A DLT speaker from the company makes a ComSoc sponsored DLT tour.
- ✦ The visibility of the company enhances the value of the company; thereby increasing its employment, collaboration and contract potential in the global economy. The process repeats