

Telus Receives IEEE MGA Award



Telus Corporation (Region 7), Edmonton, Alberta, Canada, was acknowledged by the MGA Board as a recipient of the 2012 Sustaining Friend of [IEEE](#) Member and Geographic Activities Award, for continual support of IEEE MGA and exemplary innovative contributions to IEEE fields of interest, specifically to endeavors at the International Conference on Communication 2012.

Brief outline of corporate support provided:

- In the 2009 initial submission, [Telus](#) provided commitment to host the Conference in the bid by [IEEE Ottawa Section](#). Initial patronage commitment and support of key Telus employees were submitted to the [IEEE ICC 2012](#) volunteers committee and the ICC Industry Forum committee. One aim was to facilitate industry participation in a Conference that previously catered mostly to academia.
- Enhancement of the large exhibition booth at IEEE ICC 2012 and additional staff support.
- Supported a successful corporate patronage campaign with Telus' close collaboration with vendors allowed for a win-win proposition.
- Successful campaigning by Telus helped encourage member participation to IEEE ICC 2012.
- Improved communication to the conference via e?mail distribution of newsletter through internal channels.

- Provision of teleconferencing and web conference services for many of the IEEE ICC2012 committee meetings.
- Administrative secretarial support provided to derive effective communication.
- Provision for TELUS staff and support to both IEEE Globecom and IEEE ICC conferences leading to IEEE ICC 2012 to attend IEEE meeting.
- Telus offered company space to conduct IEEE ICC 2012 meeting.
- In addition to the above, Telus encourages and promotes membership in IEEE by underwriting IEEE dues for its employees as part of remuneration pay package.
- Support to volunteers by permitting use of company resources for telephone, fax, electronic mail, printing newsletters and provision of promotional items to ICC 2012.

With more than 3,000 world-wide attendees, IEEE ICC 2012 was the first ever wireless, green conference demonstrating Ottawa's global technology leadership, engaged all sizes of businesses and brought linkages between government labs, industry and academia. Telus engaged many telecommunication companies to participate thus contributing to the economics of the city. Through its efforts, it also raised the bar of the IEEE conferences.

Taken from a long line of exemplary support by TELUS to the IEEE community: Telus support of IEEE ICC 2012 is setting the standard for others to emulate!

To have a look at over some pictures and how to define success for a conference, check out the [IEEE ICC'12 photo album](#).

(Background information on brief outline of corporate support is submitted by John Grefford, P.Eng., SMIEEE. For a complete list of Sustaining Friend of IEEE Member and Geographic Activities (MGA) Award Recipients over the years, visit the [IEEE MGA Awards and Recognition site](#).)

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