



Serving the Attendee	Taxes	Publishing Tools (Gordon MacPherson – 15 min)		Conference Portfolio Management Mary Ward-Callan Heiner Stuttgen ComSoc
Publicizing Your Conference	Closing Your Conference	Publication Production		

## Distinguished Lecturer's Series

**17:00-18:30**                      **Three Technical Talks**                      **InterContinental**  
**Hosts: William Moses/Imre Rudas**

## Thursday Evening

**18:30-20:00**                      **WELCOME RECEPTION**                      **InterContinental Lobby**

## Friday 20 July 2012

**7:30**                                      **REGISTRATION OPENS**

**General Session**

**08:30 – 08:45**                      **Welcome & Introductions**  
**William Moses, IEEE Conferences Committee Chair**

**08:45 – 09:00**                      **Welcome to Budapest – Celebrating A Rich History of Engineering**  
**Prof. Dr. Imre Rudas, Chair Hungary Section**

**09:00 – 09:15**                      **IEEE President's Message**  
**Gordon Day, IEEE President**

**09:15 – 9:45**                      **Conferences & New Horizons**  
**Mary Ward-Callan, IEEE Managing Director, Technical Activities**

**9:45 – 10:15**                      **One IEEE : Case Studies in Partnering For Success**

**10:15 – 10:30**                      **BREAK**

**10:30-11:30**                      **Impact of a Changing World on IEEE Conferences**  
**Panel Discussion: Conference Staff Leadership**

- **Changing Conference Models**
- **Renewed Emphasis on Quality**

- Emerging Markets
- Impacts of Technology
- The Power of the IEEE Brand
- Looking forward: Conferences in 5-10 Years

11:30 – 12:00

Q&A

12:00-13:00

LUNCH

13:00-14:00

**Open Access and New Publishing Models**  
 Anthony Durniak, IEEE Staff Executive, Publications  
 Karl Varian, Chair IEEE Products and Services Committee

14:00-14:45

**What is the Value of Technical Co-Sponsorship?**  
 Moderated Discussion: 2012 IEEE and Conferences Committee

14:45-15:00

BREAK

15:00-16:00

**Conference Organizer Experiences – Running Successful Conferences**  
 Moderated Panel Discussion

- Making IEEE Conferences More Accessible to Practitioners
  - Stefan Mozar, CE Society
- A Successful Conference Template - IMS
  - John Barr, MTT Society
- Measuring the Conference Success
  - Jan Verveckken, Gold Member/Belgium

16:00 – 16:15

Q&A and Afternoon Wrap-Up

16:15 -17:30

Expert Tables (specific tables TBD)

Value Added Tax (VAT) Services	Xpress Conference Publishing
Conference Insurance	Plagiarism Tools (K Moore)
Conference Finances	CPS (Lynne Harris/Silvia Ceballos)
MoUs	Credit Card Processing
Conference Services (K Dresely)	MCM
Peer Review Tools Demo	Continuing Education Opportunities

## Friday Evening

18:00-21:30

DINNER

Cyrano Restaurant

## Saturday 21 July 2012

- 08:30 – 09:30**                      **Conference Services and Management Update**  
   **Panel Discussion: IEEE Conference Staff Leadership**
- **Move to Service Model**
  - **New Tools: ICX, NetSuite, Cvent, Peer Review Tools**
  - **Conferences and Quality**
- 09:30 - 10:15**                      **New Conference Models - Looking at Future Directions Conferences**  
   **Marie Hunter/Mark Vasquez**
- 10:15 – 10:30**                      **BREAK**
- 10:30 – 11:00**                      **Engineering, Education and IEEE Conferences**  
   **Steve Welch, Director Educational Activities**
- 11:00 – 11:30**                      **How To Get the Most from CVBs**  
   **Budapest CVB**  
   **Brisbane, Australia CVB**
- 11:30-12:00**                      **TBD (External View/Market View of Conferences)**
- 12:00 – 13:00**                      **LUNCH**
- 13:00 – 15:00**                      **Strategy Sessions (vote on the top 8)**
- **What Does Social Engagement at Conferences Look Like?**
  - **When Does Partnering with Outside Entities Make Sense For A Conference?**
  - **How Does New Technology Impact Conferences?**
  - **Keeping Your Conference Current – How Do You Keep it Fresh?**
  - **Approaches to Building Your Reach Into New Markets?**
  - **How Best to Incubate New Conferences?**
  - **How Do You Attract New Audiences?**
  - **Best Practices – How to Leverage IEEE’s Buying Power?**
- 15:00-16:00**                      **Wrap Up, Discussion and Feedback**

**See You at POCO 2013 in Region 6!**