



INCREASING AWARENESS

Bangalore, India

Advances in technology have the potential to solve some of our planet's biggest challenges, and the work of IEEE and its members helps turn that potential into reality. We work every year to increase the awareness of our mission, and in 2015 we succeeded in raising our profile in the technology community, while benefiting humanity.

IEEE Social Media Continued to Soar in 2015



5,000,000+

facebook LIKES
ACROSS IEEE SOCIAL COMMUNITIES



135,000+

twitter FOLLOWERS



85,000+

LinkedIn FOLLOWERS

Mind-Controlled Drag Racing Wows CES Attendees

It's not easy to make a splash at the massive Consumer Electronics Show in Las Vegas. The battle for attendees' attention is fierce every year. In 2015, IEEE staged a mind-control drag-racing competition, which invited attendees to strap on a neurological headset and use their brainwaves to power mini-racecars down a 20-foot track at the IEEE booth. The goal of the show was to drive public and industry conversations about top trends in consumer electronics, further establish IEEE as a thought leader and a go-to source for consumer electronics media, and create media buzz for all of the exciting work IEEE and its members are doing as they think forward.

The competition, which demonstrated the various capabilities of mind-control technologies, boosted booth traffic, media coverage, and awareness of IEEE. It attracted long lines of participants and generated 80,377 new Facebook "likes" for IEEE. Technical experts, including IEEE Life Fellow Martin Cooper, inventor of the cellphone, also shared their perspectives via daily recap videos that received nearly 65,000 views on Facebook.



Racecars on the track at CES 2015



Attendees at the IEEE Women in Engineering International Leadership Conference held in San Jose, Calif.

IEEE Women in Engineering International Leadership Conference Continues to Gain Momentum

IEEE Women in Engineering (WIE) is dedicated to encouraging the promotion of women engineers and scientists, and inspires girls around the world to follow their academic interests to a career in engineering. Key to this effort are many local IEEE WIE events conducted annually and the premier event, the IEEE WIE International Leadership Conference.

The mission of the IEEE WIE International Leadership Conference is to inspire, engage, and advance women in engineering, and provide leading-edge professional development for midlevel and senior women. The 2015 conference took place in April in San Jose, Calif. Its focus

was “Lead Beyond – Accelerating Innovative Women Who Change the World” and speakers included Lisa Su, chief executive officer of AMD, Rebecca Jacoby, chief information officer of Cisco, Yanbing Li, vice president of VMware, and Brian Krzanich, chief executive officer of Intel. Overall, the conference attracted over 700 attendees from 41 different countries, and doubled in participation from 2014.

Also in 2015, three local IEEE WIE summits were held in Guadalajara, Mexico, Philadelphia, Pa., and Chennai, India. The event in India was themed “Beyond Yourself: Leveraging Your Strengths and Breaking Barriers” and focused on inspiration, leadership, empowerment, and entrepreneurship.



Media Coverage Soars in Top Media Outlets

IEEE continues to move the needle in creating awareness of the great work that engineers do and establishing IEEE members as trusted sources for commentary and insight on the latest advancements in technology. Over the past several years, IEEE has attracted increased attention from top-tier media outlets around the world and appeared in over 1,000 news articles in 2015, easily surpassing its goal of 600. Top-tier media coverage grew 60% over 2014, with IEEE experts featured in *The New York Times*, *Yahoo Tech*, *CBS News*, *O'Globo* and the *Guardian*, among other outlets. Social media communities continued to flourish as well, with engagement in IEEE communities trending above industry averages.

IEEE Makes Waves at Maker Faire

IEEE-USA exhibited at the annual World Maker Faire in September at the New York Hall of Science in New York City. Described as “part science fair, part county fair, and part something entirely new,” Maker Faire celebrates maker culture. In New York, it provided a venue for IEEE-USA to raise its visibility and promote engineering careers to an estimated audience of over 130,000. IEEE-USA also exhibited at Maker Faire Silver Spring in Maryland, a Washington, D.C.-area event also held in September that drew over 14,000 attendees, including local robotics teams, hobbyists, and makers of all stripes.

IEEE-USA Partners with AAES to Support Engineering Profession

Partnerships are an important way for IEEE to increase its reach and keep new ideas and energy circulating. In June 2015, IEEE-USA signed a memorandum of understanding with the American Association of Engineering Societies, pledging an effort to address the needs of individuals seeking reentry into the engineering profession after an absence and/or alternative paths for technically trained military veterans seeking to enter engineering.

Volunteer Training Ramps Up

IEEE committed in 2015 to intensify volunteer training efforts. The goal is to provide training solutions that support all levels of volunteer interest and engagement, and to present volunteers with the support they need to help them succeed. To that end, IEEE committed to develop a long-term roadmap for volunteer training and recognize target volunteer audiences and their specific needs.

Additionally, IEEE developed training workshops to increase awareness of volunteering opportunities in countries where participation is maturing. After a very positive experience in 2014 in China and Brazil, 2015 workshops were held in New Delhi and Mumbai, India, Warsaw, Poland, and Hamburg, Germany. A “workshop-in-a-box” was created to engage volunteers at major IEEE conferences, and many of these attendees have replicated this workshop experience in their local communities to educate others about volunteering opportunities at IEEE.