



# CEE 2025 Overview and Updates

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# IEEE Conferences

*The Essential Business Stats – 2025*



**2,306**

**IEEE  
Conferences  
& Events**



**607K+**

**Global  
Conference  
Participants**



**103**

**Countries  
Around the  
World**



**286K+**

**Technical  
Conference  
papers**



**1,468**

**Non-IEEE  
Partners**

# IEEE Conferences, Events & Experiences



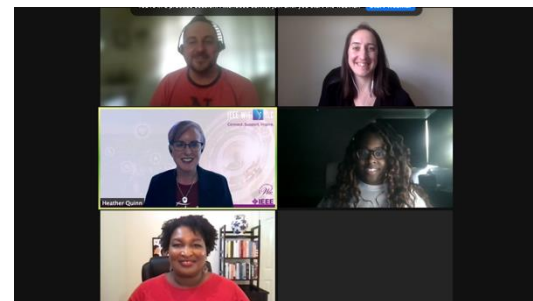
## Conferences

- Scholarly publishing
- Eligible for our conference publication program
- Core product as a line of business



## Events

- Meetings
- Ad coms
- Ex coms
- Sales meetings
- ONEIEEE Events
- Gatherings



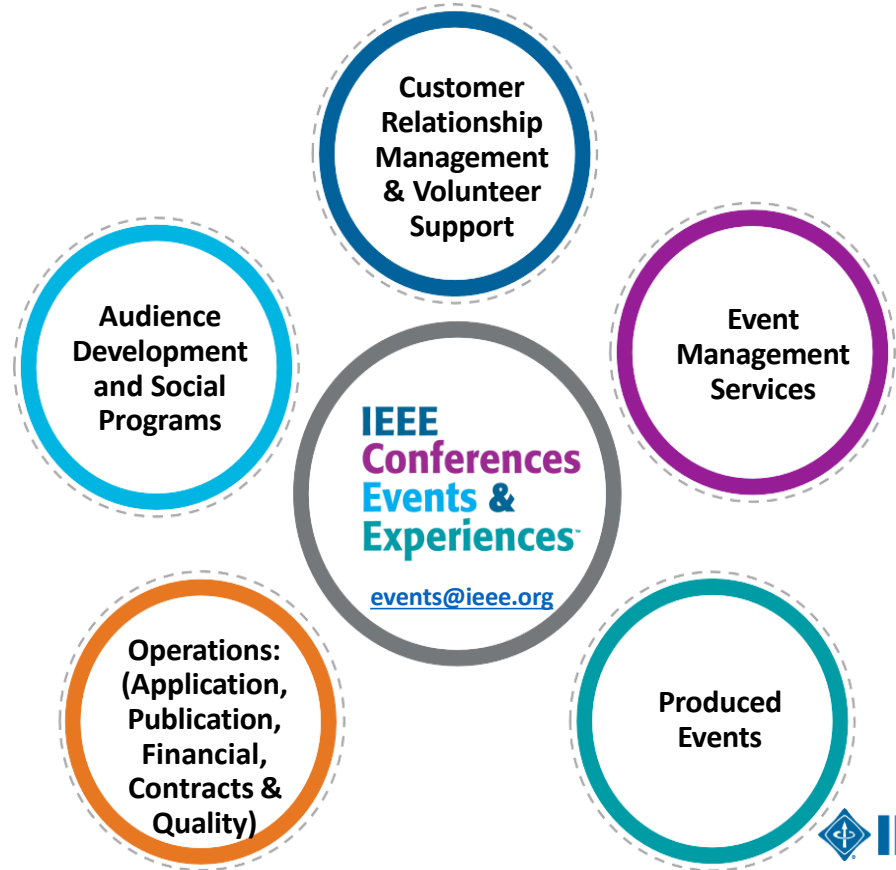
## Experiences

- Virtual & hybrid events
- Podcasts
- Interviews
- Other live or recorded digital offerings
- New Formats

# IEEE Conferences, Events & Experiences (CEE)

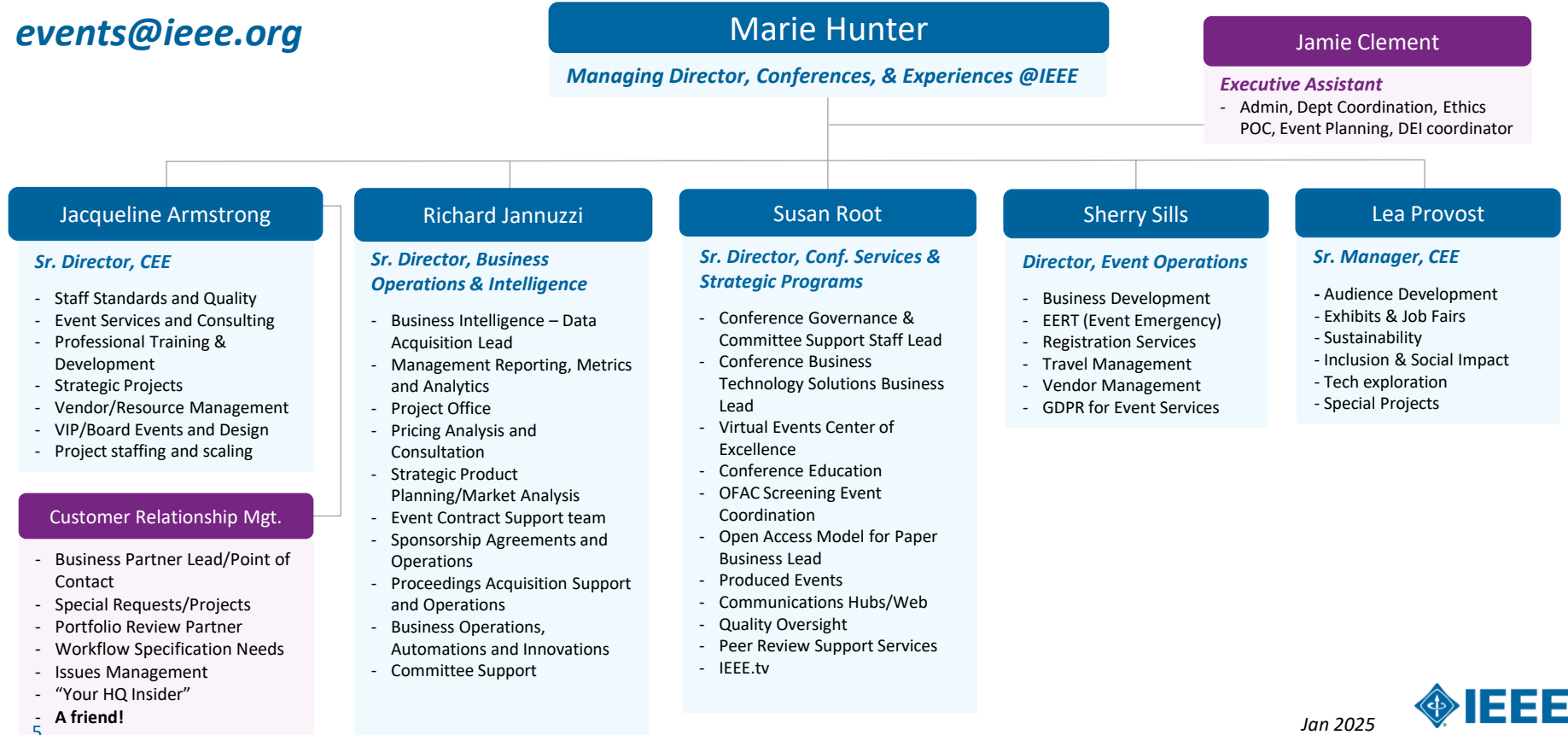
## Team Profile

- ▶ CEE's **~80-person** collection of subject matter experts supports IEEE in a variety of ways:
- ▶ **2000+** scholarly conferences
  - Average size **200-300**
  - ½ "Technical Co-Sponsored Only"
  - **64.4%** Outside the US – Global
- ▶ **~300** meetings/year related to AdComs, Exec Coms
- ▶ Serve as the front door/gateway to thousands of member/non-member volunteers to interpret & align with IEEE's policies for financial, legal, ethical, & operational policies
- ▶ Provide subject matter expertise on critical functions (virtual, audit, EERT etc.)



# Functional Org Chart

events@ieee.org





# Let CEE Help

*We are here for you*

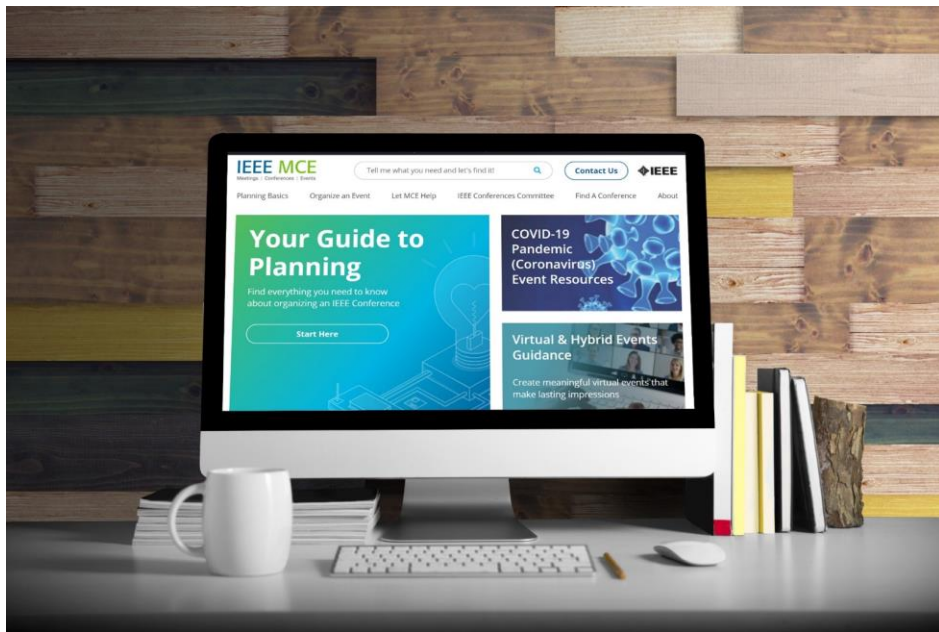
- You have a dedicated CEE staff member to assist you with conference planning questions and guidance.
- Your CEE Customer Relationship Manager (CRM) is your single point of contact to help navigate IEEE.
- Depend on your CRM for the answers and services you need
- Just a phone call or email away
  - [k.a.smith@ieee.org](mailto:k.a.smith@ieee.org)
  - **+1 908 381 2309**



[events.ieee.org/CRM](https://events.ieee.org/CRM)

# IEEE Conferences, Events & Experiences Community Website

<https://events.ieee.org/>



*Great IEEE gatherings start here*

- Find organizer information, news, and best practices
- Learn who to contact for support
- Try our handy conference planning checklist
- Find IEEE Conferences Committee member resources
- Explore CEE Services
- Access forms, tools, and templates

# Service Offering Improvements & Implementations



# Evolving CEE Services



**Audience Development**  
Mature and ready  
to scale



**Exhibit and Job Fairs**  
**Knowledge Hub**  
Operational in Beta



**Social  
Impact**  
Ramping up



**IEEE.tv**  
Reimagining  
video/media needs



# Audience Development, Engagement, and Legacy

## Services



### Audience Development

- Social Media
- Online Targeted Advertising
- Custom landing pages for speakers, attendees, and exhibitors
- Research & outreach
- Lead generation
- Connection & leverage to IEEE resources
- Start Building Your Event Audience



### Event Sustainability

- Planning resources
- Location and vendor sourcing
- Contracting support



### Inclusion – Filling Gaps

- Resources
- Training



### Social Impact

- Mission-driven strategies
- Community initiatives
- Legacy programs

# Digital Events

## *Customized Services for Your Virtual Event*



Role-based training & responsibilities for session/track chairs and moderators



Creative opportunities for event sponsors, partners, contributors & exhibitors (incl. virtual exhibit booths)



Communications guidelines, templates and best practices



Live day event production and support



Over 75 platforms vetted, continuously exploring new tools in the rapidly changing marketplace



Virtual event models (live, pre-recorded, on-demand, and hybrid)



Technical program modification for a virtual environment medium



Virtual event software and technology solutions experts



Virtual event creation, session scheduling, & platform maintenance



Resources, training & materials for presenters, authors, and exhibitors

# Preferred IEEE Conference Registration Providers

# Preferred Attendee Registration Tools Program

*Goal: To streamline the procurement process through consolidated licensing agreements*



## Enterprise benefits

Lower costs, lower risks, improved contract terms, and higher efficiency



## User benefits

Consistent, uniform, efficient registration experience & access to pre-established templates and reports



## Volunteer & Staff benefits

Service tiers for different needs, economies of scale, easy/less time

## Tool Vetting

- ✓ capable
- ✓ easy to use
- ✓ data security/privacy compliant
- ✓ IEEE integrations
- ✓ product & customer support



# Curated List of Preferred Vendors

## Rigorous Vetting Process

- The providers featured have undergone a rigorous vetting process and meet IEEE standards for registration management. These vendors are experienced in handling IEEE's requirements and are pre-approved to simplify the selection process.
- By opting for these preferred providers, organizers can expect a consistent registration experience, which will help IEEE stay agile in an ever-changing business landscape.

cvent<sup>SM</sup>

SWOOGO

STOVA



# Benefits of Using IEEE Preferred Providers



## Consistency

Unified branding & registration experience across IEEE events, regardless of size or location



## Reliability

Fully vetted platforms that offer the highest level of service and security



## Efficiency

Pre-vetted providers aligned with IEEE standards, reducing time spent on vendor selection and contracting



## Support

Access to a robust knowledge hub and customer service team for guidance and troubleshooting



## Integrated with IEEE Systems

Streamlined data collection and processing through intelligent automation



## Payment Processing Solutions

Easy to use payment processing solutions included in the solutions

# IEEE Preferred Providers

## **cvent** Best for Mid-size to Large Events (April 1st Launch)

Cvent excels with large-scale events that require intricate registration systems, deep integrations with third-party platforms, and robust data analytics.

## **STOVA** Best for Large Events, Trade Shows, and Expos (May 1st Launch)

Stova is ideal for large-scale events that require extensive attendee management, networking features, and support for exhibitors and sponsors.



## Best for Small to Medium-Sized Events (May 30th Launch)

If you're planning a smaller event and need a simple, user-friendly platform, Accelevents is a great choice.



## Best for Smaller to Mid-Sized Events Seeking Simplicity (April 15 Launch)

Swoogo is perfect for organizers who want a straightforward, no-fuss event platform that is easy to implement and use.

Ultimately, the 'best' platform is specific to the scale and scope of your event, technical needs, and level of customization desired. Each platform excels in varied areas.

# Implementation

**Targeted Outreach**  
*(Launched - March)*



**Tools:**  
Technology readiness  
*(May)*



**Training & resources**  
*(May)*



**Launch preferred providers landing page**  
*(draft under review)*



**Deployment and Adoption**  
*(Phased impl.)*



**Introduce tools requirements**



**Agree and publish minimum standards for registration tools for enterprise**  
*(June)*



**Payment gateway/currency processing strategy**



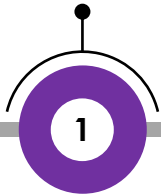
**Metrics, reporting, feedback, continuous improvement**



# Feedback Mechanisms for Continuous Improvement

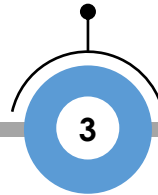
## Collect

Gather feedback from attendees and stakeholders effectively.



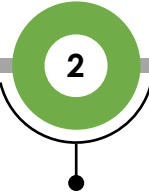
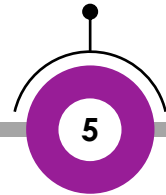
## Implement

Make necessary changes based on feedback and analysis.



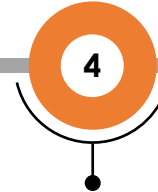
## Review

Regularly reassess feedback mechanisms for ongoing enhancements.



## Analyze

Evaluate feedback to identify key areas for improvement.



## Monitor

Track the outcomes of implemented changes and their effectiveness.



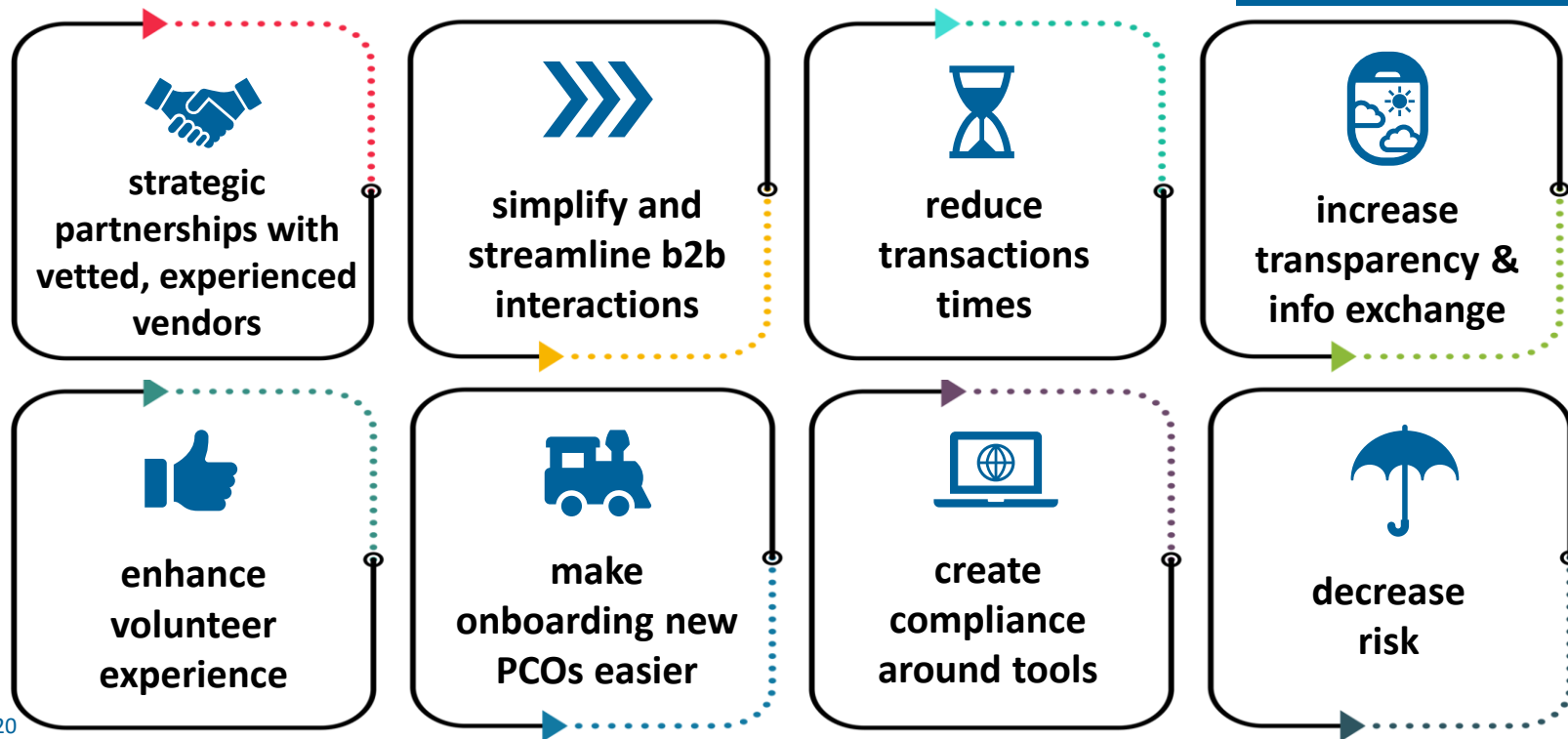
# IEEE Preferred Conference Organizer Providers

# Preferred PCO Program Goals & Features

CEE is working across the enterprise to recommend vetted Professional Conference Organizers, (PCOs) to our conference volunteers

## Features

- ✓ pre-negotiated contract terms & conditions
- ✓ pre-negotiated rates
- ✓ system integrations (e.g., member look-ups)



# Implementation Continued

Finalize first 2 preferred providers (1) US and (1) Europe



Launch provider landing page

Promote program



Develop standards, evaluation, approval processes



Develop PCO tools requirements



Identify 4 more PCOs (geo targets, most used in last 5 years)



Agree and publish standards for PCOs



Identify bespoke partnerships (large conventions & trade shows)



Metrics, reporting, feedback, continuous improvement



# CEE Express Desk Program

# CEE Express Desk

CEE Express Desk is your go-to service for all event-related venue needs. Available to staff planners, conference organizers, and volunteers, it helps with:



Site selection and evaluating venues tailored to your event.



Maximizing cost reductions and negotiating pricing and concessions.



Understanding CEE's strategic initiatives, such as Preferred Partners, Cities we Love, Expense Management, and Event Emergency Management.



Creating detailed RFPs for multi-city venue searches through Cvent.



Ensuring quality control of venue proposals.



Providing creative solutions and recommendations for business needs.



Collaborating with the event team and gathering feedback from CRMs and planners.



Facilitating site visits and assisting in the process until the venue selection phase concludes.



1

## Improve Volunteer Experience

*Reduce effort, increase purchasing power*

3

## Demonstrate Value to Strategic Partners

*Increase leverage with major hoteliers, CVBs, etc.*

2

## Optimize Organizational Benefits

*Reduce reliance on 3rd Parties, increase commissions retained by IEEE*



# Express Desk Services



## RFP/Bid Desk - Venue Selection Service

- ✓ **Offer venue site selection** for various types of events/meetings and larger scale conferences
- ✓ **Room Block Only Requests** - must have 10+ sleeping rooms on any given night
- ✓ **Full-service Request** - sleeping rooms and meeting space
- ✓ **Create dynamic RFPs** for all requests through Cvent with a focus on brand partnerships and Cities we Love
- ✓ **Provide feedback and guidance to stakeholders** to assist in finding the perfect venue for their particular event
- ✓ **Evaluate and analyze bids** and provide comprehensive report to client while showcasing good choice
- ✓ **Negotiate best package** to adhere to event budgets
- ✓ **Support contracting process**
- ✓ **Close out and hand-off**, if needed, for other CEE service touch points
- ✓ **Develop post event survey** for service and experience
- ✓ **Proactive approach** to secure future business
- ✓ **Look for opportunities to bundle events**, in multiple cities across various years



## Quick Meeting Bookings

- ✓ **Partner with local hotels and day centers** to build quick options for meetings in the tri-state area
- ✓ **Identify frequently used venues** to build meeting packages and room block rates
- ✓ **Setup DMP Packages** offerings for small meetings
- ✓ **Small local room blocks** to accommodate meetings at IEEE
- ✓ **Typically, less than 10 sleeping rooms** on any given night
- ✓ This service **may or may not require a Cvent RFP**
- ✓ **Possibly offer self-service portal** (or) book on own via email direct to hotel sales

# RFP/Bid Desk - Workflow Channels



## Channel #1: Directly work with Conference Organizer or Event Stakeholders

- Outreach to client to discuss requirements while actively building and maintaining event profiles to allow for seamless planning and execution
- Conduct qualifying call
- Build and send RFP
- Evaluate bids
- Construct RFP/Bid Report
- Provide analysis and recommendations to client
- Short list top picks and negotiate best rates, concessions and other offerings
- Award business
- Request contract, provide IEEE template, and review and confirm specs are included
- Submit contract into CMS -> Designated Contracts Specialist will process for review/signature and work directly with Conference Organizer to complete



## Channel #2: Liaise via CEE Planner, Program Manager or Staff Planner

- Request meeting details from planner
- Provide feedback and ask any follow up questions
- Build RFP, request approval from planner and send out
- Evaluate bids
- Construct RFP/Bid Report
- Provide analysis and recommendations to planner
- Short list top picks and negotiation best rates, concessions and other offerings
- Award business
- Request contract, provide IEEE template, and review and confirm specs are included
- Planner will then process the contract through CMS with the support of a Contracts Specialist












# Analysis of Prospective Venues



Analysis email to include the following:

- ✓ Report to include bids with Top 3 recommendations
  - Tabs containing Available, Available-Not Recommended, Receipt Confirmed (from CVB partners), Turned Down, No Response, and Canceled
  - Direct links to hotels included in report
- ✓ Location and accessibility to mass transportation (airport, subways, etc)
- ✓ Recent renovations/refurbishments
- ✓ Overall cost (sleeping room rate, F&B min)
- ✓ Assessment of meeting space (all breakouts on same floor, next to GS)
- ✓ Space mapping with either pictures or attachment
- ✓ Recent history with the property (personal or group use)
- ✓ Cost savings opportunities
- ✓ Thorough breakdown of recommended properties along with guidance on next steps

# Requests for Service – Process/Flow

-  Build Express Desk page on CEE site with a service request form
-  Requests will feed into the Express Desk SmartSheet
-  SmartSheet will be monitored by CEE
-  Service requests will be reviewed, evaluated and distributed
-  Work will be assigned via the Smartsheet to designated owner
-  All opportunities will be logged
-  Provide customer with proper CEE contacts and process forward - connect with CRM
-  Discuss options for service add-ons and additional CEE support
-  Post service survey shared
-  Proactive outreach for future service engagements
-  Ensure event profiles developed and complete for future service requests and planning needs

**THANK  
YOU!**