



## Industry Forum (IF) Organization Guidelines

IEEE IES Industrial Activities Committee (IAC)

<https://www.ieee-ies.org/industry>

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## Acronyms

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<b>Acronym</b>	<b>Description</b>
Event	An IES sponsored event (e.g., conference, workshop, etc.)
IAC	Industrial Activities Committee
IEM	IES Industrial Electronics Magazine
IES	Industrial Electronics Society
IF	Industry Forum
ITeN	IE TEchnology News

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## 1 Introduction

The Industry Forum (IF) has been organized in major IEEE IES events for several years. It is under the umbrella of the IEEE IES IAC. IF aims to facilitate industry-related programs and attract industry participation in IES activities. All IEEE IES events organizing an IF should adhere to the specific guidelines to provide a common experience to participants and adhere to the high IES standards for its event.

This document aims to provide some operational guidelines and best practices while adhering to the processes of the IEEE IES IAC. While it gives a bit more insight into the internals of organizing a successful IF, it is always a good idea to sync with IAC as well as past IF organizers and gain insights from their experiences.

Make sure you apply the latest IF guidelines. You can always get [the latest version](#) from the IES website. For anything you might want, please visit the [industry section](#) in the IES website or contact IAC.

## 2 IF Branding, Title & Sessions

The title of the IF is always "*IF*" independent of its duration (e.g. 1h or one day) or format (talks, panel, etc.). Sessions are organized within the IF. Each session should have a common theme that highlights the core topics addressed by the speakers in that session. The theme should be appropriately chosen to attract and motivate participants to attend. An IF can be a single session or several sessions distributed over the days of the event.

An IF must be organized as a non-parallel activity (same as with keynotes) in the program. If, for any reason, this is not possible for all IF sessions, consider reducing the number of IF sessions and inform immediately [IAC](#).

A typical IF session is around 1h and has 2–3 speakers (e.g. 18 mins talk and 2 mins Q&A). However, this can be adjusted depending on the available slot and also other formats are possible e.g. 1.5h with 3 speakers (each 25 mins presentation and 5 mins Q&A). Other alternatives also include the possibility for panel discussions e.g. 3 speakers with 15-minute position talks and 30-minute panel discussion, etc. The format selection needs to fit the session aim.

Once IF sessions are fixed, these should be listed on the event web page under a dedicated menu "IF" (see details in [section 6](#)). Several IF examples can be found in the [industry section](#) of the IES website.

## 3 IF Co-chairs

The IF co-chairs are appointed by the General chair(s) of the event. IF is hosted by an IES event, in an agreement between the IAC and the event organizing committee (e.g. conference general chairs, industry exhibition chairs, etc.). The IF co-chairs are selected by the general chairs for the specific event, and they strongly interact with the General chairs and other event organizers (e.g. industry exhibition chairs, program chairs, etc) in order to organize and guarantee the best value offered via the IF and other planned IES industry activities.

International industry experts can be part of the IF co-chairs. It is suggested (optimal) that one member from IAC be included as a representative of IAC who can also sync and help with the organization. However, the focus should be given

primarily to local IF co-chairs. Usually, 1-3 representatives from local industries or people with strong industry/government links in the region of the event. They are the most necessary as they know the local industry and can attract both speakers and audience. Finally, international IF co-chairs can also be included based on experience and outreach to the industry.

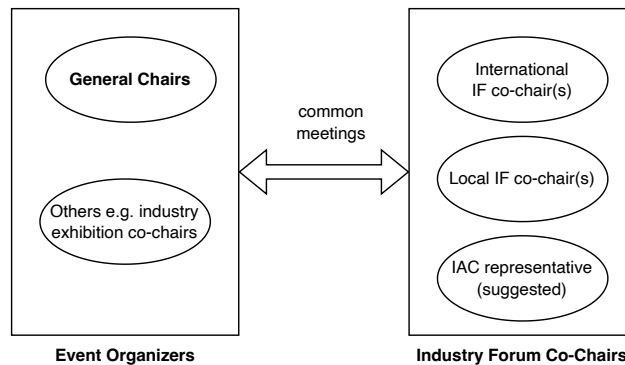


Figure 1: Overview of IF co-chairs and interactions with event stakeholders

The IF co-chairs are responsible for the organization of the IF for this event, while the potential IAC member in addition is tasked to reporting the progress of this event to the IAC monthly meetings. The structure as well as the interaction with other event stakeholders can be seen in Figure 1. IF co-chairs work in tandem with the other event stakeholders for the success of IF in the event.

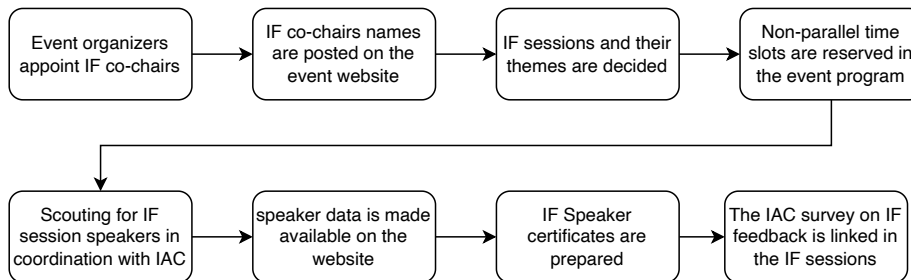


Figure 2: Activities in preparation for the IF

The IF co-chairs will organize and establish the agenda, utilizing the time allocated and space provided by the event organizing committee. It is of utmost importance that the event organizers make an effort to schedule the IF sessions either without other parallel events (e.g., paper sessions, keynotes, tutorials) or with as low as possible parallelization (if more than 1 IFs are planned). This is needed to attract key industry speakers to talk at a critical mass of participants. An overview of the process is shown in Figure 2.

Several administrative actions also need to be carried out during and after the event, as shown in Figure 3, in order to conclude all aspects related to IF.

The inclusion of the IF program and coordination with the technical program responsible for the event is also a responsibility of the IF co-chairs. In addition, IF

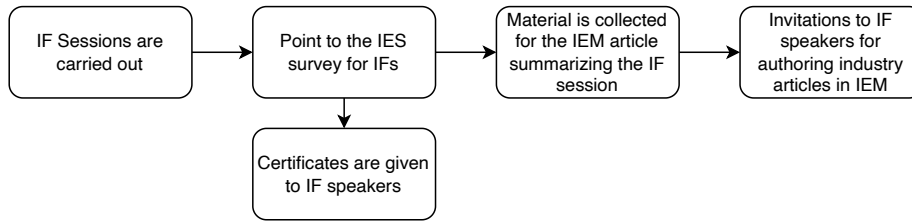


Figure 3: Activities during and after the IF

co-chairs need to make sure that the IF is hosted in an attractive and suitable physical location within the event. For instance, the IF is organized in a plenary room (before or after a plenary/keynote), or in rooms that are near to the main events and easily accessible in order to attract event participants (e.g., no far-away/difficult-to-find rooms).

## 4 IF Speakers

The speakers are selected by the IF co-chairs. This is done in sync with the IAC representative in the IF, and considering also the speakers proposed by the different IES Technical Committees via their Industry Liaison representatives. The overall process can be seen in Figure 4.

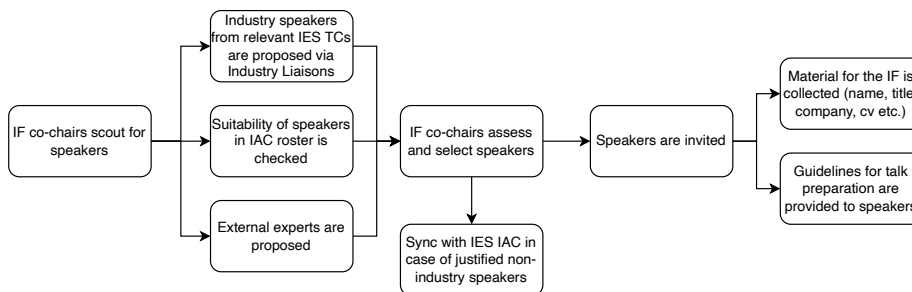


Figure 4: Activities during and after the IF

The IF speakers are from industry or representatives of industry groups and industry-related projects. Governmental organizations also fall within this category. In the case that a speaker is proposed who does not come from the industry, but there is a justifiable reason for the presentation (e.g., represents industry-academia projects and demonstrates industry results), the IF co-chairs should contact the IES IAC, which will assess each case individually.

It is suggested to prefer "local" industry speakers, e.g. speakers from the same or neighboring countries. This is merely to minimize potential last-minute obstacles or other aspects, e.g., participation canceled by the speaker's company due to cost cuts.

IES has several [technical committees](#) on all technical aspects pertaining to IES interests. Some of these committees could contribute speakers to the organized IF sessions and should be contacted as indicated in Figure 4. These committees can

be directly contacted to provide potential speakers via their Industry Liaison (new role established in 2023). Be very concrete on the IF session you request speakers in order to have the best match.

Each speaker needs to provide at least the following information after accepting the invitation. This information is to be published in a timely fashion on the website of the event, under the dedicated menu for "IF".

- full name of the speaker
- corporate title/company position,
- title of the presentation,
- an abstract/teaser,
- a short CV paragraph (max 0.5 page)
- a photo (or a web link to it)
- optionally, a link to their professional company page or LinkedIn

In addition, it is advised to ask for the mobile phone number of each IF speaker, to ease potential issues that might arise during the IF (e.g., last-minute changes, etc.). Creating a WhatsApp group might also help keep the group together with the latest info.

## 5 IF Topics & Presentations

The topic areas and the number of IF sessions are established by the IF co-chairs in line with the IF requirements and the event general co-chairs.

The presentations in the IF Series focus on directions, use cases, changes, and challenges faced by industry associated with the technical areas of IES. Topics should represent an industry perspective on the subjects of interest to the IES community. Presentations must be predominantly of a technical nature, including the application of technology in the real world, or relate to the impact of such technologies and applications. Presentations should not be solely business marketing. The IF presentations should not focus solely on academic research results that are suitable subjects for the regular event presentations. Information and data that clarify points or stimulate interests and research directions of the IES community are acceptable to include in the IF.

Speakers typically work with a member of the IF co-chairs to suitably focus their presentation and meet the IF guidelines. Speakers at the IF are only required to present an interesting topic to the attendees; there are no IF proceedings or a publication review.

## 6 IF on the event website

The IF needs to be announced as early as possible on a separate "IF" tab on the event website. There, clear info should be available about:

- IF sessions, titles of sessions, dates, timeslots

- IF speakers (with info), a short abstract of the talk
- A calendar link with the session info so that participants can click and add it to their local calendar
- Ideally, with permission of the speakers, the company logo should also be put on the website e.g. near the speaker's name.
- Link to the IES IF survey (hosted on the IES website)

The information on the speakers on the website should emphasize the company they work for, and also the position within the company. As an example:

Name, Company Position, Company Name  
Talk: presentation title

Once this specific event IF page is made available, IAC should be notified and in order to also link it from the IES website (for this contact [IAC](#)).

## 7 IF Speaker Registration Financial Support

Speakers who otherwise are not involved in the event (e.g., have no papers) are considered as invited guests. It is preferable that the speakers have their event fees waived for the day of the IF presentation, or for the whole duration of the event if they promise to actively participate and engage with the event participants during the event. If this is not possible, IAC can cover guest speaker registrations with prior approval of IAC.

Typically, registration costs can be covered for 1 IF session, only if this fully adheres to IES requirements, e.g. it is a non-parallel event in the event program. Adjustments can be made considering potential reduced 1-day fees, number of speakers, etc., all with the approval of IAC.

Speakers otherwise engaged in the event, e.g., presenting papers in the event, are also welcomed as IF speakers, but their fees are determined by the event organizing committee, typically the same as other event presenters, and can not be covered by IAC.

## 8 Actions Before the IF

This section provides a detailed list of actions that need to be carried out before the IF organization and complements the high-level view shown in [Figure 2](#). Please make sure you tick all the boxes during execution to make sure all things are considered.

- Event organizers (e.g., conference general co-chairs) set up the IF co-chairs along the guidelines in this document
- IF co-chairs are appointed
- IF co-chairs are reflected in the organizing committee structure on the event website
- IF co-chairs meet and decide on the number of IF sessions and time slots.

- General chairs make sure the time slots are reserved in the event program.
- The IF is scheduled as a non-parallel event. In case of more than 1 IFs, an effort is made to have as many as possible as non-parallel events during the event.
- IF co-chairs collect potential industry speakers from [relevant IES TCs](#) via the Industry Liaisons of each TC
- IF co-chairs collect potential industry speakers from the IAC
- IF co-chairs collect potential industry speakers from other parties/contacts they have
- IF co-chairs assess and select potential industry speakers
- IF co-chairs check access to invitation templates
- IF co-chairs officially invite the selected speakers in the name of IES using existing templates.
- IF co-chairs collect the responses and material needed for each speaker as specified in [section 4](#)
- Publish the information about IF sessions, speakers, etc., on the dedicated tab "IF" on the event website.
- Communicate the IF program in social media, e.g., the event LinkedIn webpage, etc.
- Communicate the IF program to the [EiC IES Technology News](#) in order to be included to the [ITeN newsletter](#).
- IF co-chairs make sure that the IF is organized in an appropriate physical room as suggested in [section 3](#).
- Check with the speakers to make sure that their talks are in line with the IF expectations (see also [section 5](#))
- Check often with the event general chairs and guarantee the placement of IF as a non-parallel event that will attract the most audience.
- Acquire the IF survey QR code from the IES website (used to provide IF feedback) in order to show it during the IF.
- Check with publicity co-chairs that the information of the IF in the event's flyers, and online program is accurate.
- The event general chairs will check the way IF speakers will be participating (waived registration, IAC financial support, etc.)
- Prevent/Assist/Resolve potential issues, e.g., VISA for travel.
- Consider a 1-day registration fee so that non-conference participants can come and participate in the IF of that day.



## 9 Actions During the IF

This section provides a detailed list of actions that need to be carried out during the IF organization and complements the high-level view shown in [Figure 3](#). Please make sure you tick all the boxes during execution to make sure all things are considered.

- Integrate announcements of the IF before/after plenary/keynote sessions
- Create flyers for the IF and locate them outside of the IF room, and also in the exhibition area.
- Make sure the speakers are available 15 minutes prior to the IF start, and that their slides are uploaded into the presentation computer.
- Appoint a timekeeper who will keep track of time and notify the speakers.
- Have microphones available in order to enable the audience to pose questions.
- Make photos of the speakers (during their talks) and also a collective photo of speakers/organizers at the end of each session (to be potentially used in the IEM article)
- Hand-out certificates of appreciation to the IF speakers
- Point out at the end of each session the IES survey to provide feedback on IF. Specifically, show the QR code of the survey so that people can scan it with their mobile phones (and the website link).
- Encourage participants to stay up to date with the IES events via the [IES website Industry Infopoint](#)

## 10 Actions After the IF

This section provides a detailed list of actions that need to be carried out after the IF organization and complements the high-level view shown in [Figure 3](#). Please make sure you tick all the boxes during execution to make sure all things are considered.

A summary of the IF is published in the IES IEM and is coordinated by an IAC member specially tasked for this. An effort should be made to ease this task by collecting the speaker presentations and taking photos during the event so that these can be properly reported.

While there are no IF proceedings or papers, speakers will be invited and are recommended to submit a suitable article relevant to their presentation to the IES Industrial Electronics Magazine (IEM), where the IF has a special session. Speakers are also encouraged to submit technical articles to other IES publications and events.

- Provide IAC with the material in order to ease the draft of IEM articles
- IF organizers submit feedback about the event (online or via email) to IAC.
- The IF speaker data is submitted to IAC (for maintaining of industry speaker roster).

- IF speakers are encouraged to subscribe to the [IES Industry info mailing list](#)
- IAC will ask for permission to inform IF speakers about future IES industry events, speaker possibilities, etc.
- Invite speakers to submit articles in the industry section of the IEM
- Invite selected speakers to make a webinar out of their talk and submit it as an official IES webinar.

## 11 Appendix

- The [latest version](#) of this document.
- [Industry Infopoint](#) on the IES website.
- Stay informed via the IES [Industry info mailing list](#)
- General industry related [resources](#).