

## Proposal for Signature Symposium of the IEEE Bombay Section

### 1. Aim

Aim of this Signature Symposium of the IEEE Bombay Section is to provide its members with a platform to share their expertise in a wide range of science, engineering and industrial research areas that the IEEE ably represents and nurtures. At the same time, the Symposium will offer excellent opportunities for the students, researchers and industries to foster collaborations or simply to further their knowledge in the cutting-edge science, engineering and technology. It is strongly envisaged that the Symposium will establish thought leadership, advocating compelling research ideas for the betterment of society and benefit to the local communities. Finally since this is a proposed Symposium series, it is will naturally facilitate continuity from proposals to their implementation over years.

### 2. Title

It will generally be referred to as the Signature Symposium of the IEEE Bombay Section. But the suggested formal title of the Symposium is "Bombay Section Symposium" or "BSS-YYYY" in short, where YYYY stands for the year.

### 3. Format

The proposal is for a mix of Plenary (invited talks by experts in the chosen themes of the Symposium), Parallel (Contributory, call for papers) and Posters. We could run a couple of pre-conference Workshops by the experts in the areas of state-of-art fields mainly relevant to the student/academic community, if there is enough interest. Product exhibitions/posters/demos by industry may be encouraged as this activity serves dual purpose of adding technical value to the Symposium as well as hopefully mopping up some additional funds.

### 4. Duration

One day for the pre-conference Workshops, two days for the Plenary talks and Parallel sessions will be ideal. Posters will run along with Plenary and parallel sessions, but specific time slots will be allotted for delegates to go around the posters and interact with the contributors.

### 5. Dates

We plan to begin the series with its first Symposium in September/October 2015. We should take into consideration the academic schedules/exams and festival holidays etc. before fixing the final date.

## 6. Themes

We should choose the themes/topics carefully so that we include all the major topics which are of interest to the Section, but should also focus on a few niche areas every time. Besides topics in general, the Symposium will highlight a unique theme each year. It is hoped that this format and composition of the Symposium will fulfil its aim and goals.

## 7. Students and Professionals

We can encourage active participation of students by organising some design contests as well as prizes for best student papers and posters. As mentioned above, workshops will be the other events which benefit the student community.

## 8. Proceedings

Apart from IEEE Xplore Digital Library, there are more options available now for bringing out Symposium proceedings such as Springer, IOP conference series and others. But since this is an IEEE event, we might want to stick to IEEE Xplore Digital Library.

## 9. Membership drive

This event will provide us with good opportunity to run membership development drive. We can offer rebates on registration fee for delegates who take up their membership at the conference venue. We need to target companies for whom the conference topics are relevant and push membership for their staff in order to gain conference discounts.

## 10. Registration

We will have different registration fee for IEEE member and non-member delegates. Similarly, we will have different registration fee for IEEE member and non-member students. A few complimentary seats to student members can be based on the outcome of some designated competitions or for contributions as a volunteer. We can have offer early-bird discounts in two slabs and a higher fee for onsite registrations. In general, we can aim for low registration fee so that the larger participation from serious delegates is achieved. It should be aimed to generate funds through sponsorships.

## 11. Organisation

To begin with, we can form an informal core/seed committee of a few active members, which will eventually grow into the Executive Committee of the conference. Besides we will have an Advisory committee (including some of institute and corporate heads etc.), Local Organising Committees and Technical Committees (Chairs of various Societies and groups etc.). We will engage professional conference organizers to help with the complete conference life-cycle, including finding suitable sponsors and exhibitors.

## 12. Funds and Sponsorships

Institutes/Universities, Corporates and companies are usual sources to whom we can make requests. Obviously this is a tricky proposition as it mainly depends on the themes as well as public relations machinery of the Symposium. Corporates and companies will only come forward if they find the themes of the Symposium will help them leverage their brand value and products/services. We have to balance selections of topics/themes of the Symposium keeping these factors in mind. We can classify the donors as Platinum, Gold and Silver sponsors and accord their branding and exhibits on the conference web pages and at the venues.

## 13. Conference venue and hotels

Possible venues for the conference are institutes, universities/colleges or neutral venues. Meeting halls (for plenary and parallel sessions) with good infrastructure, stimulating technical ambience for the meeting and delegates, preferably availability of hostel accommodation at least for limited number of student delegates, convenient connectivity, general interest and relevance to the conference host etc. could be some of the parameters to decide a suitable venue. We will choose a conference hotel which is close to the conference venue.

## 14. Periodicity

We must have this conference annually so that we can maintain its visibility, improve its branding and usefulness to the local communities.

## 15. Marketing and Publicity

Effective publicity is inevitable for success of any event these days and more so for technical meetings. We must have a clear mainstream and digital publicity plan which includes social, conventional and broadcast media. Posters and flyers and other publicity material must be displayed and disseminated in various academic institutes as well as

during every IEEE Bombay Section events. HQ, Region and National IEEE institutions must be kept well informed about this event.

#### 16. Plan of action

- a. Deciding venue and accommodation
- b. Fixing the dates
- c. Forming committees
- d. Engaging PCO