

# IEEE 802 40th Anniversary Public Visibility Campaign Proposal

*John D'Ambrosia  
Futurewei, U.S. Subsidiary of Huawei  
ec-19-0162-01-00EC  
September 27, 2019*



# Introduction

## *IEEE 40<sup>th</sup> Anniversary Public Visibility Campaign Proposal*

- ▶ To develop a proposal for a 40<sup>th</sup> Anniversary public visibility campaign, we reached out to the following:
  - IEEE Marketing
  - IEEE Standards Association Marketing
  - IEEE PR Agency – Finn Partners
    - <https://www.finnpartners.com/sectors/associations.html>
    - <https://www.finnpartners.com/#out-with-the-old-in-with-the-transformative>
- ▶ IEEE “Lunar Launch” Marketing Plan discussed as model
- ▶ Exploring how to leverage general IEEE-SA Marketing Awareness Program

# Strategy Overview

- ★ Create a broad and global awareness campaign of IEEE 802 LAN/MAN Standards Committee and how the Standards developed by thousands of IEEE 802 technical experts over the past 40 years has enabled the industry to connect the world, which continuously evolves for the future.
- ★ Focus on the general technology audience (Tech standards, developers, and industry implementers) with the goal of reaching a broader audience.
- ★ Emphasize key applications enabled by the IEEE 802 standards / technologies portfolio.
- ★ Leverage a combination of 802 technical experts and broader technology industry experts who have media training and can focus on specific topics that resonate with the media based on current trends
- ★ Coordination of messaging plans
  - IEEE 802 40th Anniversary Campaign as part of website and the recruitment efforts package
  - IEEE-SA New Identity Roll-out

# Overview

802 has paved the way for innovation in connectivity that have changed and continually influence our lives in ways large and small.

We will invite our audience to explore how 802 has created the hyper-connected world we enjoy today through a virtual reality interactive experience, starting with the inception of the IEEE 802 project, through its evolution of different working groups, market adoption of different 802-based solutions, all the way through how 802 will affect technology of the future.

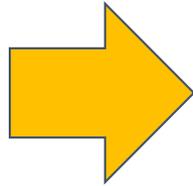
Interactive hotspots will reveal audio, video, written commentary from prominent 802 Working Group members, End users, and Impact Creators. Including:

- How different standards work together
- Bridging (IEEE 802.1 WG)
- Ethernet (IEEE 802.3 WG)
- Wireless LAN, Wi-Fi® (IEEE 802.11)
- IoT and Wireless Specialty Networks (IEEE 802.15)
- High Profile Application Spaces

# Integrated Campaign Approach

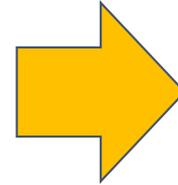
## Promotion

- Leverage 3.4 million followers
- IEEE will collaborate with IEEE China team for social media outlets in China: Weibo; Wechat
- Social Media Posts
- Paid Ads
- Media Outreach and articles
- Leveraging IEEE social media alias
- Collaborate with Technical Activities and Computer Society



## Content

- Transmitter Articles, Videos and Audio
- Promoted by social media posts
- Leverage 802 technical experts



## Destination

- Transmitter Interactive Experience
- Link to 802 marketing webpage

Social media's *primary* demographic is 18-35  
Average monthly social engagement is approx. 392,000 per month (likes, comments, shares) (ytd)

Traditional media 35+ will gain this target audience



# Our Inspiration for Lunar Landing to be transformed for 802 - leveraging Impact Creators theme

## IEEE Transmitter Website

### Nanosatellite Systems, Connectivity and Communications



Learn More About Renato Borges

IEEE  
IMPACT  
CREATORS

**Renato Borges**  
IEEE Member, IEEE Aerospace and Electronic Systems Society

Watch IEEE Member Renato Borges describe the importance of device-to-device communication and its impact on traveling to space in a whole new way.

[Click here to watch Renato discuss nanosatellite systems](#)

### Deep Learning on Earth and Its Usefulness on Mars



Learn More About Ella Atkins

IEEE  
IMPACT  
CREATORS

**Ella Atkins**  
IEEE Senior Member, IEEE Robotics and Automation Society

We're using deep learning here on earth, but what if we could use it to understand the surface of Mars or any extraterrestrial environment? Hear IEEE Senior Member Ella Atkins discuss the future of space exploration and data collection.

[Click here to listen to Ella discuss space travel](#)

To see the full interactive experience on the IEEE Transmitter website please visit: <https://transmitter.ieee.org/natural-capital-2019/>



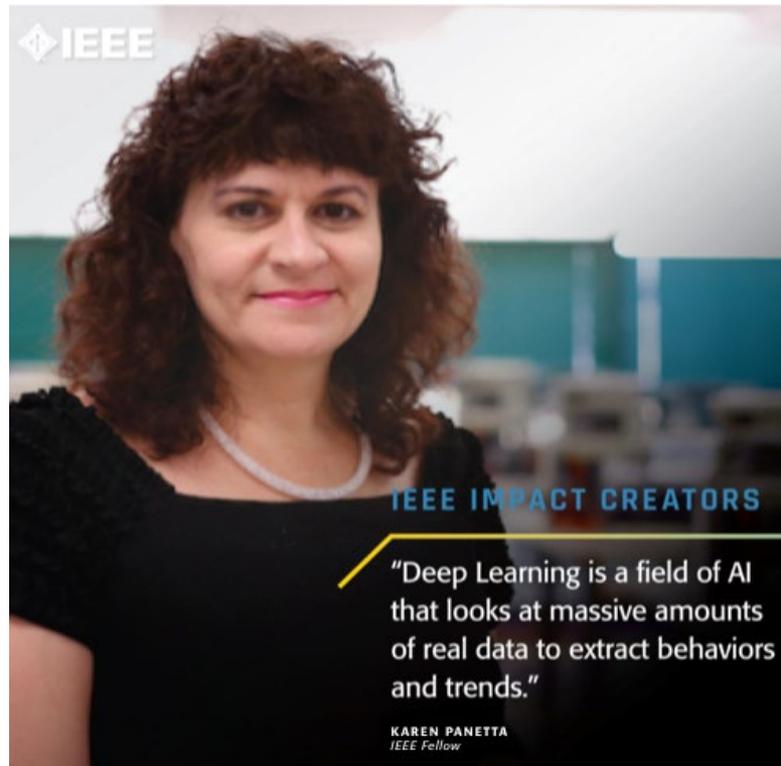
# Social media is changing to be more personalized

*Through this change Impact Creators was created to optimize social media*

IEEE Impact Creators are the IEEE members used to convey the IEEE story to top tier media, social media and IEEE Transmitter.

<https://transmitter.ieee.org/impact-creators/>

**Goal:** Focus on the 802 spokespeople behind the technology. These types of stories are embraced by the new algorithms employed by social media platforms.



# Samples of Impact Creators

Featured content from 802.11 Working Group Chair

2019 Cybersecurity Impact Theme Campaign



## Advances in Wi-Fi® and Wi-Gig: New Ways to Use IEEE 802.11 Standard Technologies

WRITTEN BY IEEE | MARCH 4, 2019

Last June, the Wi-Fi Alliance™(WFA) announced the full details of Wi-Fi Protected Access 3 (WPA3), their biggest security protocol update in over a decade. As adoption begins, what effects will WPA3 have and where is Wi-Fi® headed?

Recently, IEEE Spectrum took a look at the features WPA3 brings to the table, the biggest of which being [Simultaneous Authentication of Equals \(SAE\)](#), a new method of authenticating devices attempting to join a network.

SAE is based on a unique *zero knowledge proof* in which each side proves possession of a password without exposing the password, or any password-derived data, over the air. This prevents an attacker from launching an off-line dictionary attack in order to obtain



How Technology, Privacy  
and Security are Changing  
Each Other (And Us)



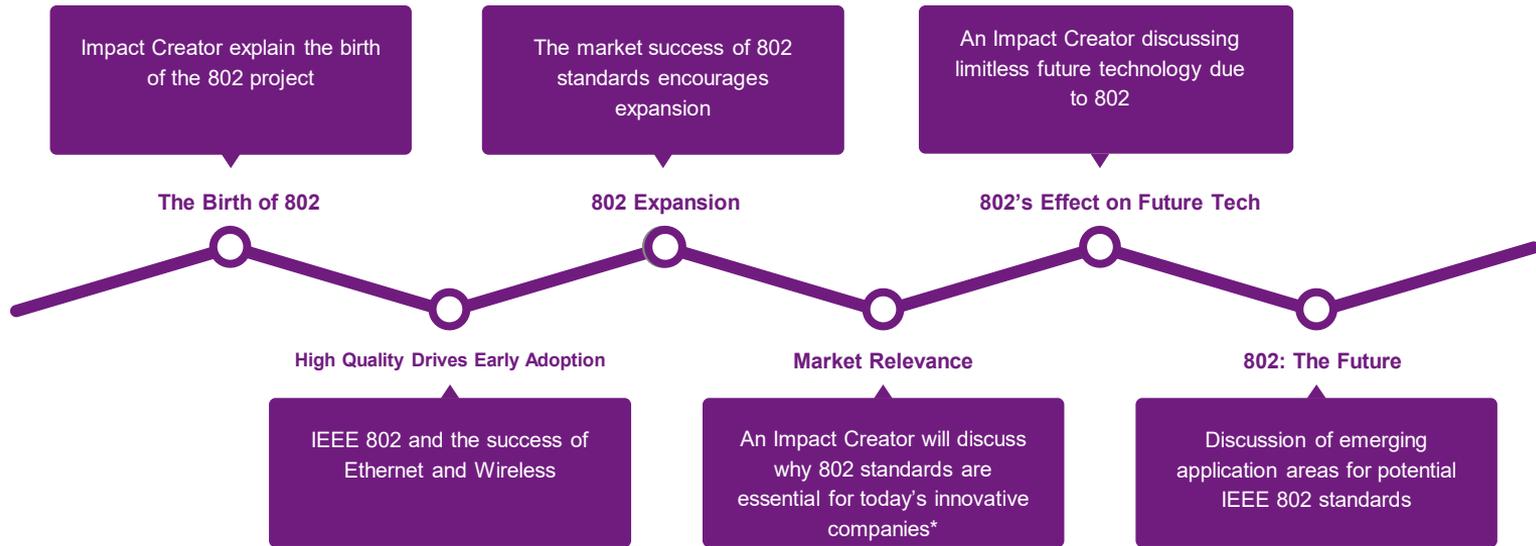
**Dorothy Stanley**

IEEE Member, Hewlett Packard  
Enterprise (U.S.)

**IEEE STANDARDS  
ASSOCIATION**

Member of  
802.11 Working Group (Chair)  
IEEE Standards Association

# Theme: An 802 Interactive Experience: How Far We've Come and Where We will Trend



- ★ These points could be explored for each individual spokesperson based on key media pitches

# Media Stories We Can Tell and media for pitching

## Strategic stories that achieve media results

- IEEE technologists discuss what the world may look like without standards for Ethernet or Wi-Fi
- Pushing the limits of future technology through 802 standards
  - Driving the future of connected, autonomous vehicles
  - Making IoT possible with 802 standards
- Economic and societal impacts of 802 technologies

## Suggested topics from the below - noted in blue how to position to press

- Wi-Fi: From the Beginning to Wi-Fi 6
  - [The history of Wi-Fi from the creation of a standard to today's Wi-Fi 6](#)
- What will be the next Ethernet speed - 800 Gbit or 1.6 Terabit?
  - [How the next generation of Ethernet speed will support future tech](#)
- Speciality wireless networks and their role in the 802 community
  - [Developing specialty wireless networks for IoT devices to communicate and interoperate](#)
- The geographical, economic and social diversity of the IEEE 802 community
  - [Bringing diverse minds to the table to create one of the world's most important technical standards](#)
- The growing importance of time-synchronous networks
  - [The key component to the future of networking: time](#)
- What 802 is doing to address low latency network requirements
  - [How 802 standards address real time applications](#)

\*Stories to be told across regions including: US, UK, Brazil, China, Japan, India. (Germany and Korea TBD)\*

\*Content from Transmitter interviews within the interactive experience will also be used for pitch content and to drive media back to the landing page\*

UK

ComputerWeekly

FT FINANCIAL  
TIMES

India

THE ECONOMIC TIMES

M  
India

China

ChinaByte.com

MIT 科技评论  
Technology  
Review

Global

Bloomberg

Forbes

THE  
WALL STREET  
JOURNAL

Brazil

EXAME

ciência

Japan

日刊工業新聞社  
The Nikkan Kogyo Shimbun

c|net Japan

US

ars technica

DIGITAL TRENDS

NETWORKWORLD

engadget

IEEE

# Interactive Experience Components

**Video shoot with 802 related experts that can be cut into smaller videos**

**Audio clips from other Impact Creators in other 802 content areas**

**Written quotes from other Impact Creators in other 802 content areas**

# Social Media Posts and Paid Ads

IEEE-SA	Promote	Creation of 12 posts to share content that is being placed on the site and drive traffic to site on Facebook, twitter, Weibo and Wechat as relevant. Content to be shared by John with others to help promote.
	Amplify	Paid ads to drive traffic to site to build awareness and drive engagement.  Utilize social media alias  Leverage IEEE Technical Activities and Computer Society
IEEE 802	Partner	Leverage IEEE 802 community to amplify IEEE-SA promotions

# METRICS

METRICS	GOAL
Social Engagement (likes, comments and shares)	75,000
Video Views	100,000
Transmitter Articles	4
Transmitter Pageviews	35,000
Pieces of Unique Media Coverage	18-36
802 market pageviews	TBD



<b>BUDGET BREAKDOWN</b>	<b>2019</b>	<b>2020</b>
Research spokespeople for content for media and transmitter	\$5000	
Wireframes initial designs	\$9,000	\$6,000
Wireframes and design finalizing		
Video shoots	\$2,000	
Video + Audio production		\$12,000
Drafting 4 Transmitter articles	\$4,000	
Traditional outreach and management in 6 countries (US, UK, Brazil, China, Japan, India)		\$20,000
Outreach and management in Germany, Korea (\$5000 each market)		\$10,000
Ads (creation and paid placement)		\$15,000
IEEE 802 Web Page Development (IEEE-SA)		\$10,000
Miscellaneous		\$7,000
<b>TOTAL</b>	<b>\$20,000</b>	<b>\$80,000</b>

# Statement of Work Details

BREAKDOWN	
Transmitter wireframes initial designs	1
Video shoots + video/audio production	1-2 (via Skype)
Transmitter articles	4
Traditional outreach and management in 8 countries (US, UK, Brazil, China, Japan, India, Germany, Korea)	10-12 pitches across all regions
Ads (creation and paid placement)	7-10
Social media posts	12
Secured coverage (Traditional Media) - <i>Secured coverage is defined as an article in traditional media</i>	18-36
IEEE 802 Marketing Website	1

# Timeline

- ▶ Begin Development of Public Visibility Campaign - Fall 2019
- ▶ Goal: Launch week of February 24
- ▶ IEEE 802 Marketig Website to be completed prior to launch and tested - managed by SA. Leverage campaign assets as appropriate. Concept to follow:  
<https://standards.ieee.org/events/802-11.html>
- ▶ "Recruitment efforts"- to be completed around 40th Anniversary campaign - managed by SA - focus more on younger professionals
- ▶ IEEE 802 40<sup>th</sup> Anniversary Celebration (March 2020 plenary) to be managed by 802

# 802 EC Motion

- ▶ Move to authorize allocation of an additional \$80,000 for expenses related to the IEEE 802 40<sup>th</sup> Anniversary Public Visibility Campaign
- ▶ Move: D'Ambrosia
- ▶ Second: Zimmerman