



Hosting an IEEE N3XT® Affiliate Event

About IEEE

IEEE is the world’s largest professional association dedicated to advancing technological innovation and excellence for the benefit of humanity. IEEE and its members inspire a global community through IEEE’s highly cited publications, conferences, technology standards, and professional and educational activities.

IEEE, pronounced “Eye-triple-E,” stands for the Institute of Electrical and Electronics Engineers. The association is chartered under this name and it is the full legal name. To learn more about the association’s name, for more information please read the [History of IEEE](#).

About IEEE N3XT®

The name “IEEE N3XT®” embodies the spirit of future technological development by using the root of the word “next,” and the numeral “3” to represent the three event pillars of ideas, innovation, and inspiration.

IEEE N3XT® Affiliate Event programming targets:

- Aspiring, early-stage, or successful technical entrepreneurs;
- Those wishing to transform their education ideas into inventions or applications;
- Those interested in learning from conversations with founder peers and the larger engineering-driven startup community;
- Ecosystem communities including incubators, accelerators, investors and service providers.
- Anyone who shows the entrepreneurial spirit - e.g. women, minorities, students...

By bringing together the technical entrepreneur community, this event fosters collaboration and skills-building to entrepreneurs looking to make their mark.

Host an IEEE N3XT® Affiliate Event

IEEE owns the trademark for IEEE N3XT® and licenses the brand for use on an approval basis. Currently, the IEEE N3XT® brand is available in an add-on format, meaning that an IEEE N3XT® Affiliate Event may be added to a larger event or conference, as a session, meetup, workshop, or other iteration, that is differentiated from the standalone flagship event.

IEEE N3XT® Affiliate Events are focused on bringing skills and inspiration to the next generation of entrepreneurs. These events should embrace new style methodologies and produced event formats that would appeal to these audiences.

Suggested Event Add-on Formats

VIP Lounge

Create a special access level of registration for a VIP lounge. In this lounge you offer Internet, snacks, perhaps even a cash bar in the afternoon or an espresso station. Those with VIP access can enjoy the lounge at any time and event speakers can be given automatic access to the lounge as well.

Meetup and Mentor

IEEE Entrepreneurship staff and volunteers will work with our network of experts to bring in local entrepreneurs for networking and mentoring. Your event provides a basic reception setup, with light food and beverage, and promotes to attendees and the local community.

Track Sessions

IEEE Entrepreneurship staff and volunteers can work with your event organizers to create track sessions with content focused on engineering driven entrepreneurship. This content can include success stories, pitch workshops, skills building sessions, or other relevant items.

Live Virtual Events

IEEE Entrepreneurship staff and volunteers can work with your event organizers to produce live content web based audience. Using live streaming platforms such as Google Hangouts or Periscope we can facilitate the production panel discussions or special interviews for digital attendees.

Full Day Workshop

IEEE N3XT® can work with you to create a full day workshop with a variety of entrepreneurship related content.

IEEE N3XT Stars Competition

IEEE Staff and volunteers can with your event organizers to conduct The IEEE N3XT Star competition at an IEEE or Start-up Industry event. This competition recognizes the best frontier tech startups around the world. Early-stage companies are selected in acknowledgment of their progress and potential in bringing engineering-driven innovations to market in areas of technology that overlap with IEEE's field of interest.

AlphaLab Gear Hardware Cup

The AlphaLab Gear Hardware Cup is an international pitch competition for early-stage hardware startups. Companies are selected to pitch in regional competitions for a chance to compete for a grand prize of \$50,000. As an IEEE Entrepreneurship partner AlphaLab Gear has made their start-up competition toolkit available as an IEEE N3XT® Affiliate Event extension.

You are welcome to propose a new format for your event. This will be reviewed by IEEE Entrepreneurship staff and volunteers and will subject to approval.

The event you receive a license for is the only one which may host an IEEE N3XT® Affiliate Event. Other events will need to obtain their own license to host another IEEE N3XT® Affiliate Event.

How To Use This Toolkit

This toolkit will guide you through the process of planning, promoting and executing a IEEE N3XT® Affiliate Event.

The step by step guide below links to various documents in the Appendix that will help to get you started.

Please be aware that the information contained within is only meant to serve as an example and can be adjusted to custom fit your needs.

If you have any questions about the contents of this toolkit please e-mail entrepreneurship@ieee.org.

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7 Easy Steps to IEEE N3XT® Affiliate Event Programming

Step 1

[Apply to host a IEEE N3XT® Affiliate Event here](#)

Step 2

Your IEEE N3XT® Affiliate Event application will be reviewed by IEEE Entrepreneurship staff and volunteer teams. You will receive a response from our team within 5 business days of submission. Please contact us with any questions you may have while your application is under review at entrepreneurship@ieee.org

Step 3

All IEEE N3XT® Affiliate Events will be required to have a minimum of four milestone review meetings:

- A kick-off meeting to discuss the expectations and planning for the event
- A midpoint review
- A pre-event run of show two weeks prior to the event to ensure all details are appropriately managed
- A post event call to discuss the outcome of the event and preliminary future planning.

Upon approval of your application IEEE Entrepreneurship staff will contact you to schedule the first of four mandatory meetings to help facilitate your event.

In preparation for the first meeting we ask that you complete a [preliminary budget](#), [draft important event milestones](#) and review our [IEEE N3XT® Affiliate Event guidelines](#).

You must send these documents to your IEEE staff or volunteer contact prior to the kick-off meeting.

Step 4

If Applicable we will help you source speakers, subject matter experts, mentors, exhibitors and partners for your event.

Once the speakers have been sourced please refer to the communications sections of the [Appendix](#) where you will find examples of speaker invitations, application forms, event communications, press releases, and much more to facilitate the organization of your event.

Once again, please be aware that the information contained within is only meant to serve as an example and can be adjusted to custom fit your needs.

Step 5

You will receive a promotional package from us containing the following:

- Official IEEE N3XT® Swag
- IEEE N3XT® Signs and promotional fliers
- Event listing on n3xt.ieee.org
- Online promotion on IEEE Entrepreneurship Facebook, Twitter, Instagram and Collabratec
- A feature article in the IEEE Entrepreneurship monthly newsletter
- Frontpage article on entrepreneurship.ieee.org

Step 6

Conduct your event! Take lots of pictures and video for post event blogs and promotion!

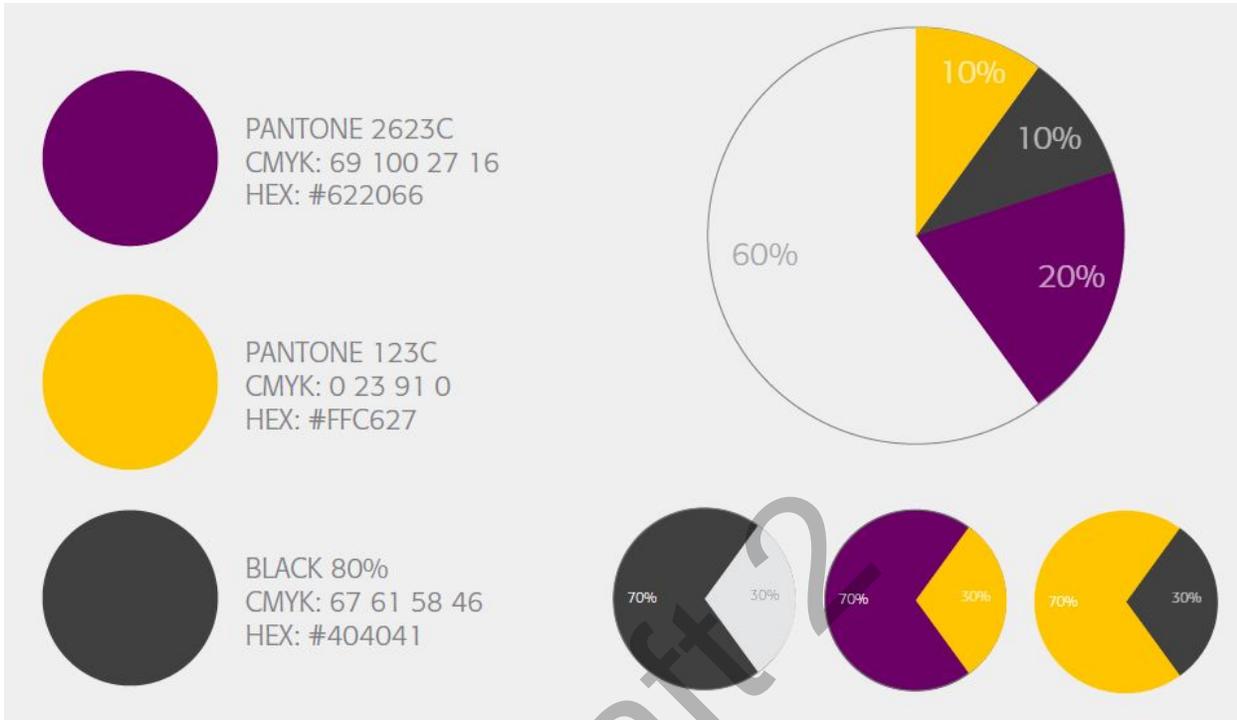
Step 7

[Close your event](#) and mail the promotional materials back to IEEE headquarters.

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Branding Guidelines

Colors and Fonts



The preferred font is Formata Medium or Formata Regular. In absence of availability of this font, please use Verdana.

Naming Convention

All IEEE N3XT[®] Affiliate Events will use the IEEE N3XT[®] name in their title. The full name must be used. It is not acceptable to use N3XT[®] without IEEE. In addition as a differentiator from the flagship event, the use of the host IEEE organizational unit's name will be included in the event title following the use of the IEEE N3XT[®] brand (e.g. IEEE N3XT[®] @ IROS 2017).

Social Media

The official event hashtag will always be #BeN3XT (using this capitalization) and posts are encouraged to include #IEEE and #startup into their context. There is an expectation that all IEEE N3XT[®] Affiliate Events will have an active social media presence.

Budget and Funding Guidelines

IEEE N3XT® does not provide funding for Affiliate Events. Organizers are expected to cover the cost of the event through registration or Contributions.

Funding Through Registration

If applicable, it is suggested that IEEE N3XT® Affiliate Events are offered as a separate ticket. Tickets should be made available to the extended audience outside of the conference, and potential attendees should have the option to purchase access to the IEEE N3XT® Affiliate Event only.

Funding Through Contributions

Organizers may approach event patrons or other local businesses to be a "Contributor" to an IEEE N3XT® Affiliate Event. Contributors may provide funding, or in-kind promotion.

Note that Contributors can have no editorial control over the event. Speakers can be Contributors, if they have something that is relevant to the audience.

Press Guidelines

All press releases must be reviewed by the IEEE N3XT® event organizers, and should be provided to entrepreneurship@ieee.org at least 5 days prior to release.

Only IEEE N3XT® event organizers are permitted to make comments to the press, so any questions about the program should be directed back to entrepreneurship@ieee.org

It is permitted to issue a limited amount of complimentary registrations to valid members of the press who plan to cover the event.

When providing photos or setting up photo opportunities for the press, be sure that the IEEE master brand and/or IEEE N3XT® logo is in the shot.

Speaker Guidelines

IEEE Entrepreneurship staff and volunteers will assist with making local connections and finding local speakers for your event, however, it is expected that the organizers will identify at least 60% of the presenters.

All speakers are subject to review and approval by IEEE Entrepreneurship staff, volunteers, and organizers.

All speakers are required to sign the [IEEE Speaker Agreement](#) prior to their participation in the IEEE N3XT® Affiliate Event. This agreement details event requirements such as photo release, compliance with copyright law, speaker reviews, and speaker compensation. Speakers will not be permitted to speak under the IEEE N3XT® Affiliate Event brand without the signed agreement.

Event Close Guidelines

All organizers are required to complete the [Event Close Form](#) within 30 days of the conclusion of their event. Failure to complete this form could result in future licenses not being issued and the removal of their event from the IEEE N3XT® Affiliate Event record.

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Appendix

Logistic Forms

- [Budget Template](#)
- [Milestone Template](#)
- [Event Close Form](#)

Event Communications Templates and Resources

- [IEEE N3XT® Speaker Database](#)
- [Speaker Application Form](#)
- [Call For Speakers](#)
- [Speaker Invitation](#)
- [Speaker Confirmation 1](#)
- [Speaker Confirmation 2](#)
- [IEEE Speaker Agreement](#)
- [Thank You Letter](#)
- [Virtual Event New Speaker Invitation](#)
- [Virtual Event Previous Speaker Invitation](#)
- [Partner / Exhibitor Invitation](#)
- [Partner / Exhibitor Confirmation](#)
- [General Event Invitation 1](#)
- [General Event Invitation 2](#)
- [Individualized Event Invitation](#)

Media Communication Templates

- [Sample Press Release](#)
- [Social Media Ambassador Invitation](#)
- [Examples of Social Media Posts](#)
- [Social Media Best Practices for IEEE N3XT® Affiliate Events](#)

Branding and Images

- [IEEE Entrepreneurship Logos](#)
- [IEEE N3XT® logos](#)
- [IEEE Master Brand Logos](#)
- [IEEE Entrepreneurship Full Sized Fliers](#)
- [IEEE Entrepreneurship Half Sized Fliers](#)

Start-up Competition Toolkit

- **IEEE N3XT Star Competition**
 - [IEEE N3XT Star Program Instructions](#)
 - [Judging Guidelines Spreadsheet](#)
 - [LAUNCH! 2017 Sample Startups](#)
 - [Judging Consolidation/Calibration](#)
 - [IEEE N3XT Stars Interview Questions](#)
 - [IEEE Release Form](#)
 - [Post Event Email Summary for Judges](#)
 - [N3XT Star Congratulations/Follow Up Letter](#)
 - [N3XT Star Follow Up Post Meeting 1](#)
 - [Initial Contact Email](#)
 - [Judge Solicitation Email](#)
 - [Copy of N3XTstars logo](#)
 - [IEEE N3XT Star of EU Innovation Week.pdf](#)
 - [IEEE N3XT Star of EU Innovation Week](#)
- **Alphalab Gear Hardware Cup Toolkit**

Speaker Application Form

<http://n3xt.ieee.org/get-involved/n3xt-speaker-application-form/>

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Call For Speakers

Interested in presenting to an audience of young professionals interested in technical entrepreneurship? Do you have a story that would benefit this community? We'd love to hear it!

IEEE will be hosting and IEEE N3XT® Affiliate Event on _____ at _____. This one-day events will convene the technical entrepreneur community. This audience of young professionals is looking to strengthen their business development skills, learn how to make their ideas into inventions, and receive inspiration from visionaries (such as yourself) sharing their success stories. By bringing together the technical entrepreneur community, this event will foster collaboration and innovation, and provide encouragement and skills building to the young entrepreneurs looking to make their mark.

Speakers and groups are encouraged to submit a presentation proposal _____ at:
<http://n3xt.ieee.org/get-involved/apply-to-be-speaker/>

Please note, if accepted, that speakers will receive a complimentary conference registration but, will be responsible for all travel and accommodation expenses. Corporate sponsors can find details for partnerships at <http://n3xt.ieee.org/get-involved/partner/>

Speakers on entrepreneurship, innovation, global business perspectives, professional development, leadership, starting new businesses, career advancement, and work/life balance are encouraged to submit a proposal by _____.

Please ensure that content is non-commercial, uses moderate number of slides, includes interactive learning and is relevant and clear.

Thank you!

Speaker Invitation

Greetings _____,

My name is ____ and I am an entrepreneur based in the _____ area. I would like to reach out to you in regards to your technical entrepreneurship experience, and about a potential speaking opportunity at an upcoming IEEE event.

I am currently producing an event for IEEE, the world's largest professional association for computer and electrical engineers (www.ieee.org).

IEEE will be hosting IEEE N3XT® Affiliate Event on _____ at _____. This one-day event will convene the technical entrepreneur community located in the greater _____ area. The target audience is young professionals, interested in technical entrepreneurship, who wish to strengthen their business development skills, learn how to make their ideas into inventions, and receive inspiration from visionaries (such as yourself) sharing their success stories. By bringing together the technical entrepreneur community, this event will foster collaboration and innovation, and provide encouragement and skills building to the young entrepreneurs looking to make their mark.

<here, insert why you think they are a good fit, or what you think they can bring to the conversation – what follows is an example only>

I came across your research with Robot Scientist Eve in this article:

<http://www.sciencedaily.com/releases/2015/02/150203204453.htm>. I was intrigued that you credit Eve with the discovery and it sparked an idea about the future of artificial intelligence and scholarly publishing. I am sure that you are aware that quality of paper submissions is an issue in the scientific conference community. Occasionally we receive fake computer-generated papers for peer review, and it has sparked a discussion about the future of machine learning and natural language processing. If Robot Scientists like Eve began to submit papers for publishing at conferences, it raises a whole new set of questions about machine-generated research. As you are credited with the idea of using AI for scientific experimentation and discovery, I think you would be a perfect voice to add to this discussion.

We would like to offer you an opportunity to share your entrepreneurial experiences with this highly impressionable audience of motivated young professionals. Please let me know if you would be interested in this speaking opportunity.

We sincerely look forward to hearing from you!

Speaker Confirmation 1

Greetings _____,

We are so excited to confirm you as a speaker for the IEEE N3XT® Affiliate Event, held on _____.

_____, copied on this email, will be your main point of contact regarding speaker information, logistics, and agreements. _____ will be in touch with you shortly to confirm your needs. If you have any questions, _____ can be reached at _____.

We will be providing an initial agenda and some additional speaker details in _____.

If you have any questions in the meantime, please feel free to reach out to me at any time.

Kind regards,

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Speaker Confirmation 2

Dear _____,

Thank you again for agreeing to speak at the IEEE N3XT® Affiliate Event on _____. We have just a few details to confirm with you.

This email contains information about the event and important next steps to take:

1. Event Location
2. Important Next Steps (registration, hotel, speaker agreement & info)
3. Session Review Call scheduling
4. Power Point template
5. Other Information

Event Location

Insert important information about the event date, location, rooms, directions and more.

Insert event website address and venue website address

Important Next Steps

Insert important registration information and link to registration site.

All speakers are requested to sign the IEEE Speaker agreement. If you should have any questions regarding the content of the agreement, please contact me prior to registering for the event. If you do not have questions, please sign and return to me by _____.

Your speaker status is not confirmed until the Speaker Agreement is returned.

Bio, Headshot, and Your Info: Please provide a brief bio (3-4 sentences) and a headshot **as soon as possible**, so that we may list you on our website. Please be sure to include the following information:

- Title / Position (Founder of XYZ, etc...)
- Email (optional)
- Telephone (optional)
- Website (company or personal)
- Room for **3** social media links: Facebook, Twitter, YouTube, LinkedIn, Instagram, etc....
- Bio
- Photo (hi-resolution photo if possible, or at least a horizontal image)
- Your company logo (hi-resolution)

- List of Past and upcoming speaking engagements and sessions

Session Title & Brief Abstract: Please send me this info by _____ as well.

Audio Visual Needs: We will provide a screen and projector. We will also provide microphones, a podium, and a stage, and chairs for the panel sessions. Presenters should bring their own laptop and any needed adapters.

If you are producing slides, we request that a copy of slides suitable for attendee distribution be sent to us by _____.

Other Information

PowerPoint Template: Attached you will find PowerPoint presentation slide template. We ask that you use this for your presentation. If you wish to use your own deck, please use the cover slide, so we have consistency across the presentations.

Social Media: We'll be using the hashtag #BeN3XT, so please reference this in your own promotions. Our Twitter handle is @ieeen3XT and our Facebook page is found here: <https://www.facebook.com/ieeen3xt>

If you should have any questions or concerns please feel free to email or call me at any time.

We look forward to seeing you in _____

Kind regards,

IEEE Speaker Agreement

This Agreement is made and entered into by and between The Institute of Electrical and Electronics Engineers, Incorporated ("IEEE"), a New York not-for-profit corporation with offices at 445 Hoes Lane, Piscataway, New Jersey 08855-1331 and ("Speaker"). In exchange for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Speaker and IEEE agree as follows:

1. Speaker is eighteen (18) years of age or older and grants to IEEE, its agents, and their respective licensees, successors, directors, officers, employees, parent, subsidiaries, affiliates and assigns the irrevocable, royalty-free, perpetual, unlimited right and permission to use, distribute, publish, exhibit, digitize, broadcast, display, modify, create derivative works of, reproduce or otherwise exploit their name, picture, likeness, comments, and voice, or to refrain from so doing, anywhere in the world, for any lawful purpose in all media whether now known or hereinafter created. Speaker further understands that they shall have no ownership in any of the resulting media incorporating my comments, likeness, or name.
2. Speaker expressly acknowledges that they are knowingly and voluntarily taking part in the activities for which their image is being captured and understand the requirements associated therewith. Speaker hereby expressly releases and forever waive any and all claims, actions, causes of action, demands, rights, damages, costs, attorney's fees, losses and expenses which Speaker may have against IEEE suffered as a result of or arising from their participation.
3. To the best of Speaker's knowledge, Speaker's presentation does not violate any proprietary or personal rights of others (including, but not limited to, any copyright, trademark, or privacy rights), is factually accurate, and contains nothing defamatory or otherwise unlawful.
4. Speaker agrees that IEEE will have the right to attribute statements to the Speaker, which are expressions of their personal experience and belief, which may be contained in any resulting media. Speaker agrees that no portion of the resulting media containing their name, biographical information, quotes, photographs, or recorded interviews needs to be submitted for any approval.
5. Speaker understands and agrees that they shall be engaged by IEEE in the following Manner:
 - a. Speaker, to the best of his/her ability, shall participate in a session to be held at IEEE (name and date of event)
 - b. The Speaker agrees to comply with all program-related deadlines provided to him/her by
 - c. The Speaker also agrees to participate in one review/prep session at mutually convenient times to be arranged.
 - d. Speaker is expected to promote his/her session through the Speaker's social networks (Facebook, Twitter, Google+, LinkedIn, blogs, personal and company websites, etc.). Social media language with short links and hashtags will be provided to Speaker by the session coordinator prior to the event.
 - e. Speaker agrees to use the presentation and handout templates and logos provided to him/her by IEEE for any presentations and/or handouts Speaker may utilize in connection with the program. Speaker

agrees not to use these templates and logos in any way except in connection with this or other IEEE programs.

f. Speaker agrees to provide a copy of his/her presentation for use in session video post- production or for distribution to attendees.

6. Speaker agrees to notify IEEE’s program managers immediately in the event that an emergency should prevent him/her from meeting his/her obligation as a session panelist.

7. Speaker is responsible for all hotel, travel, and meal expenses, unless otherwise agreed to in writing by IEEE.

8. Speaker has full authority to enter into this agreement and has obtained all necessary permissions or licenses from any necessary individuals or organizations prior to the Speaker’s presentation.

9. Speaker shall indemnify, release, defend, and hold harmless IEEE, its directors, officers and employees from and against any and all claims, demands, causes of action, losses, damages, liabilities, costs and expenses, including without limitation, reasonable attorneys’ fees and costs, arising out of a third Party claim, action, or proceeding, based directly or indirectly on any breach of Speaker's warranties contained herein or arising from or relating to Speaker's performance under this Agreement.

10. The Speaker understands that his/her invitation to participate can be revoked if the Speaker fails to meet any of the above agreements.

11. Speaker acknowledges that they have carefully read and understand this document and what it means with respect to their participation. Speaker warrants, represents, and agrees that they have the full power and authority to enter into this agreement.

**THE INSTITUTE OF ELECTRICAL AND ELECTRONICS
ENGINEERS, INCORPORATED (IEEE)**

SPEAKR

Signature: _____

Signature: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

Thank You Letter

Dear _____,

On behalf of IEEE, IEEE N3XT®, and _____, I want to personally thank you for speaking at _____.

You are now listed as a speaker on the N3XT.ieee.org website, and we will add this event to your profile.

Please review the information on (insert link to speaker page here) and let us know as soon as possible if there is anything you would like to update.

Again, we sincerely appreciate your contributions to our IEEE N3XT® Affiliate Event at _____.

Sincerely,

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Virtual Event New Speaker Invitation

Dear _____,

On behalf of IEEE, IEEE N3XT®, and the IEEE Entrepreneurship Initiative, I am pleased to invite you to participate at _____.

The IEEE N3XT® program embodies the spirit of future technological development by using the root of the word “next,” and the numeral “3” to represent the three event pillars of *ideas*, *innovation*, and *inspiration*. The program supports aspiring, early-stage, or successful technical entrepreneurs.

IEEE N3XT® is hosting this session as a one-hour Google+ Hangout! Examples of past sessions can be found [here](#).

As a speaker, you will be showing your support for IEEE N3XT®, the technical entrepreneur community, and young professionals everywhere by offering your expertise to educate the public.

If you accept our invitation, we request the following:

- Your Title / Position (Founder of XYZ, etc.)
- Mobile number (for emergency contact purposes)
- Your mailing address
- Your personal or company website
- Your social media links: Facebook, Twitter, YouTube, LinkedIn, Instagram, etc.
- Any sample B-roll footage that might be used as overlay during post-production, see example [here](#)
- Response to this invitation in writing by <two weeks prior to live broadcast date>. You can direct your response to _____.
- Send your hi-res photo (headshot, JPEG), a brief bio (150-250 words), & personal email address by <one week prior to live broadcast date> to _____.
- Return a signed Speaker Agreement with image release by [one week prior to live broadcast date]. The Speaker Agreement is attached for your review <attach Speaker Agreement to this email>. Please sign and return it to entrepreneurship@ieee.org

I hope you will accept this invitation to speak and contribute to what will surely be another successful IEEE event.

Sincerely,

Virtual Event Previous Speaker Invitation

Dear _____,

On behalf of IEEE, IEEE N3XT®, and _____, I am once again pleased to invite you to participate a IEEE N3XT® Virtual Event as part of the session “_____” that we will hold virtually on <Date & Time>.

About IEEE N3XT®: The IEEE N3XT® program embodies the spirit of future technological development by using the root of the word “next,” and the numeral “3” to represent the three event pillars of *ideas, innovation, and inspiration*. The program supports aspiring, early-stage, or successful technical entrepreneurs.

IEEE N3XT® is hosting this session as a one-hour Google+ Hangout! Examples of past sessions can be found [here](#).

As a speaker, you will be showing your support for IEEE N3XT®, the technical entrepreneur community, and young professionals everywhere by offering your expertise to educate the public.

If you accept our invitation, we request the following:

- Response to this invitation in writing by <two weeks prior to live broadcast date>. You can direct your response to _____.
- Return a signed Speaker Agreement with image release by <one week prior to live broadcast date>. The Speaker Agreement is attached for your review <attach Speaker Agreement to this email>. Please sign and return it to entrepreneurship.ieee.org.

I hope you will accept this invitation to speak and contribute to what will surely be another successful IEEE event.

Sincerely,

Partner / Exhibitor Invitation

Dear/Hi/Hello _____

My name is _____ and I am an entrepreneur based in the _____ area. I wanted to be sure you knew about an upcoming opportunity to showcase your organization to the local technical entrepreneur community.

Or

It was great to speak with you recently at _____. As I mentioned, I have a speaking opportunity for you.

I am currently producing an event for IEEE, the world's largest professional association for computer and electrical engineers (www.ieee.org).

IEEE will be hosting IEEE N3XT® Affiliate Event on _____ at _____. This one-day event will convene the technical entrepreneur community located in the greater _____ area. The target audience is young professionals, interested in technical entrepreneurship, who wish to strengthen their business development skills, learn how to make their ideas into inventions, and receive inspiration from visionaries sharing their success stories. This is our _____ year hosting this event. You can find more information about the event here: <insert web address if applicable>.

We recognize that many groups look for opportunities like these to recruit for new talent and also to promote their organizations. We would love the opportunity to speak with you about the ways in which our organizations could partner for this event.

We sincerely look forward to hearing from you.

Cheers,

Partner / Exhibitor Confirmation

Thank you again for your support of IEEE N3XT® Affiliate Event at _____. As part of your partnership, you have access _____ (ex. Exhibit table). You can use this table to display information, talk about your organization, or even do recruiting.

Setup begins at _____ on _____. The tables will be placed in the registration area on the lower concourse. Each table is provided with two chairs, a black tablecloth, a power strip and wireless Internet.

When you arrive, you can go to the registration desk and you will be directed to your table. Exhibitors can hand carry their items through the main entrance.

There is no decorator or drayage supplied for this event. You are responsible for your own setup, teardown, and shipping.

Exhibit Hours

Exhibits will remain open throughout the full event. Dedicated exhibit times are as follows:

Example

- 10:00 am – Exhibits open
- 10:00 am – 10:40 am – break and exhibits
- 12:10 pm – 1:00 pm – lunch and exhibits
- 2:10 pm – 2:40 pm – break and exhibits
- 5:30 pm – 7:30 pm – reception and exhibits

You are welcome to remain at your table, or attend sessions outside of those dedicated exhibit times. Please note that the exhibit area is not secure, and you should take any valuable items with you when leaving the table.

Tear Down

Tear down can begin at _____. Please take all boxes/rubbish with you relating to your exhibition stand. Any items left on exhibition stands will be disposed.

Your point of contact onsite is _____

If you have any questions, please let me know.

Kind regards,

General Event Invitation 1

Subject Suggestions

- Learn and Network with Entrepreneurial Visionaries
- Secure a Seat to Build Your Dream
- Network with Other Visionaries
- IEEE N3XT® Affiliate Event: Where Entrepreneurial Visionaries Network
- IEEE N3XT® Affiliate Event: Where Entrepreneurial Awesomeness Begins

Body Copy

If you don't build your dream, someone else will hire you to help them build theirs.

The best visionaries in the tech startup world will convene at the IEEE N3XT® Affiliate Event in _____ . Have you secured your seat at the table? <link to register if applicable>

The IEEE N3XT® Affiliate Event at _____ is a <insert event description>. Bringing together visionaries, entrepreneurs, and investors the events's agenda <link> provides you an opportunity to:

Examples

- Pitch your idea and received constructive feedback from successful, serial entrepreneurs
- Discover the importance of legal protection for your intellectual property.
- Understand the pros and cons of alternate funding paths.
- Learn how to market your idea to both investors and consumers.
- Network to strengthen your business development skills

Can't make it to _____? Sign up for the IEEE Entrepreneurship mailing list to receive updates about upcoming IEEE N3XT® Affiliate Events in your area!

IEEE N3XT® Affiliate Events harnesses the passion of entrepreneurs through discussions of how to turn ideas into inventions -- and ultimately success stories.

So, are you ready to network with young professionals who can help transform your ideas into inventions while receiving inspiration from visionary success stories? Register Today! <link to register if applicable>

Regards,

General Event Invitation 2

Subject Suggestion

- Will you be N3XT®? – IEEE Technical Entrepreneurship Event

Dear _____,

I am pleased to invite you to participate in a new IEEE event focused on the startup and entrepreneurship community, called the IEEE N3XT® Affiliate Event at _____. IEEE will be hosting this event on _____ at _____ in _____. This one-day event intends to convene the technical entrepreneur community with an emphasis on attendees located in the greater _____ area.

The target audience is young professionals who:

Suggestions

- have an interest in technical entrepreneurship;
- wish to strengthen their business development skills;
- want to learn how to make their ideas into inventions;
- and desire inspiration from visionaries sharing their success stories.

By bringing together the technical entrepreneur community, this event will foster collaboration and innovation, and provide encouragement and skills building to the young entrepreneurs looking to make their mark.

Visit <insert web link if applicable> to see our agenda, featuring successful entrepreneurs such as _____ from _____.

Kind regards,

Individualized Event Invitation

Subject Suggestion

- Will you be N3XT®? – IEEE Technical Entrepreneurship Event

Dear _____,

<opening general pleasantries based on your relationship – I hope you are well, how is the family, etc.>

I wanted to share with you a new style event that IEEE is hosting called and IEEE N3XT® Affiliate Event. It is focused on the technical entrepreneurship community and seems like a good fit for you because of <your business, your work with startups, our discussion on your idea, etc.>

IEEE will be hosting an IEEE N3XT® Affiliate Event on _____ at _____ in _____. This one-day event will convene the technical entrepreneur community located in the greater _____ area.

The target audience is young professionals who:

Suggestions

- have an interest in technical entrepreneurship;
- wish to strengthen their business development skills;
- want to learn how to make their ideas into inventions;
- and desire inspiration from visionaries sharing their success stories.

By bringing together the technical entrepreneur community, this event will foster collaboration and innovation, and provide encouragement and skills building to the young entrepreneurs looking to make their mark.

If you are interested in this event please let me know and please visit <insert web link if applicable> to see our agenda, featuring successful entrepreneurs such as _____ from _____.

Kind regards,

Sample Press Release



WHAT: IEEE will be hosting an IEEE N3XT® Affiliate Event on _____ at _____ in _____ . This one-day entrepreneurship event intends to convene the technical entrepreneur community to foster collaboration and innovation, and provide encouragement and skills building to the young entrepreneurs looking to make their mark.

The target audience is young professionals, interested in technical entrepreneurship, who wish to strengthen their business development skills, learn how to make their ideas into inventions, and receive inspiration from visionaries sharing their success stories.

Register at <insert registration link if applicable>

WHERE: _____

WHEN: _____

ABOUT IEEE ENTREPRENEURSHIP

At IEEE, we believe technology entrepreneurs are key drivers of tomorrow's innovations and are integral to advancing technology for humanity. As an association with over 400,000 members worldwide, we seek to foster the entrepreneurship spirit by:

- Providing an inspirational medium in which individuals are able to discuss and develop their ideas,
- Accessing resources to help bring concepts to life,
- Facilitating connections that lead to successful partnerships.

The IEEE Entrepreneurship community is at the forefront of turning ideas into successful businesses. We make it priority to help our members not just launch, but grow their ventures and facilitate the networking and mentoring of those who have the passion to translate their vision into reality.

FOLLOW IEEE ENTREPRENEURSHIP

Facebook: <https://www.facebook.com/ieeen3xt/>

Twitter: <https://twitter.com/ieeen3xt?lang=en>

Instagram: <https://www.instagram.com/ieeen3xt/>

TWEET THIS

IEEE will be hosting an IEEE N3XT® Affiliate Event on _____ at _____ in _____.
#BeN3XT

Press, Event & Sponsorship Contact:

Draft 2

Social Media Ambassador Invitation

Dear _____ ,

We are reaching out to you because you were recommended to us as a potential social media ambassador for to help promote the IEEE N3XT® Affiliate Event at _____. This is an exciting opportunity to help build the audience and web presence of our event from the ground up.

As an ambassador, you would be involved in the social media presence of the IEEE N3XT® Affiliate Event at _____ on an intimate level.

Our current focus is building our audience from the small subsection of IEEE entrepreneurs and volunteers, as well as to engage the greater engineering-driven startup community.

If you become a social media ambassador, you would be responsible for “inviting” people to like the IEEE N3XT® Affiliate Event Page, as well as to follow the events Facebook, Twitter, and Instagram pages. In addition we ask that you share the event posts to your own network of colleagues in order to establish some traction.

Please reach out to _____ if you’re interested in joining our team of social media ambassadors. Thanks so much!

Best regards,

Examples of Social Media Posts

Monday, 14 Sept

Facebook:



Are you an entrepreneur, investor, young professional, or venture capitalist and want to learn more about technology startups?...Registration is now open for IEEE's Global Entrepreneurship Summit: IEEE N3XT®

Twitter:

Entrepreneurs, investors, young professionals, venture capitalists, tech startups...#BeN3XT Register for #IEEEEN3XT

Friday, 18 Sept

Facebook:

Entrepreneur of the week: Peter Shankman

"Having an audience is a privilege, not a right. It's exactly like wearing spandex."

See author, investor, #entrepreneur, speaker, and worldwide connector Peter Shankman

(www.shankman.com) at IEEE N3XT® – 14 November, 2015 at the MaRS Discovery District in Toronto, Canada. Register now!

Wednesday, 23 Sept

Instagram:

It's the first day of fall and there's less than a month to register for @ieeen3xtearly bird pricing at the@marsdiscoverydistrict in #Toronto!#BeN3xt to register for this global#entrepreneurship event! Registration link in bio.

#entrepreneur #startup #ieee #techstartup #technology #investors

Friday, 25 Sept

Facebook

IEEE N3XT® will feature Ana Luisa Santos co-founder of MobGeek, a company targeting the education market with mobile technology solutions. Since 2007, her experiences in international development have included leading an MIT D-Lab team during their field work in Mato Grosso do Sul, Brazil; acting as an advisor in the Humanitarian Technology Challenge Project, an IEEE and United Nations Foundation initiative for the development and dissemination of social technologies; and developing solutions for the reuse of waste vegetable oil in collaboration with waste-pickers in Sao Paulo as part of the MIT Green Grease Project, which won an award in the MIT IDEAS Competition in 2012.

Register to see Ana at IEEE N3XT® on 14 November 2015

#BeN3XT

Ana Luisa Santos,
Co-Founder of
MobGeek

ieee-n3xt.org IEEE N3XT

Social Media Best Practices for IEEE N3XT® Affiliate Events

- Always link to people who have social media
- IEEE tie-in; what are we offering, doing? Make connection clear
- If tagging people/companies, try to connect with pages that have millions of followers
- Boost videos that have text and autoplay
- Post things that are attractive to IEEE members but also outside of IEEE. Be an aggregator of content, useful
- Post articles that aren't necessarily related to IEEE, but help Entrepreneurs
- Vary posts each week, stray from strict structure; mix of types of posts

Draft 2

IEEE N3XT Star Program Instructions

[IEEE N3XT Stars](#) is a program that seeks out ventures with engineering-driven innovation at their core, and ones that align with IEEE's core purpose to foster technology, innovation and excellence for the benefit of humanity.

The program aims to help founders take their venture to the next level by connecting them with technical experts, funding sources, strategic partners, and news media exposure. The entrepreneurs don't have to be IEEE members, but if selected for the program, they receive a front page feature on entrepreneurship.ieee.org, publicity on IEEE social media, media coverage on [IEEE.tv](#), a complimentary IEEE membership for one year and complimentary registration to IEEE's flagship startup conference [IEEE N3XT](#). In addition [IEEE N3XT Stars](#) are given permission to use the [IEEE N3XT Star](#) logo for promotional purposes on their company websites and corresponding social media sites.

Program Instructions

- Identify Conference
- Solicit IEEE judges (preferably with experience in entrepreneurship) [using this sample email](#).
- Schedule a pre-conference meeting with all confirmed judges to discuss planning and logistics
- Assign one judge the responsibility of pre-selecting 10 startups of interest. You will need to obtain a list of engineering driven startups attending the conference [like this sample from LAUNCH! 2017](#)
- Email preselected startups prior to the beginning of the conference [using this sample e-mail](#)
- Schedule and confirm times to conduct first round interviews with each startup
- Conduct first round interviews with each startup. Each interview should take approximately 10 minutes. [Interviews should be scored against the IEEE N3XT Star Program judging criteria](#)
- Distribute follow-up emails to each startup following the conclusion of the first round interviews
- Judges downselect to the top 5 startups
- Schedule and confirm times to conduct second round interviews with each startup
- Conduct second round interviews with each startup. Each interview should take approximately 30 minutes. [Interviews should be scored against the IEEE N3XT Star Program judging criteria](#)
- Judges downselect to 3 winners
- IEEE N3XT Stars are immediately announced on IEEE Entrepreneurship Twitter and Facebook
- Distribute follow-up emails to each winner following the conclusion of the second round winners [using this sample email](#)

- Distribute a post event summary for the judges similar to [this sample from Hello Tomorrow 2017](#)
- Follow up with each IEEE N3XT Star as conference content, summaries, blogs, videos and more are released to IEEE Entrepreneurship media sites following the weeks after the competition.

Draft 2

IEEE N3XT Stars Interview Questions

IEEE N3XT Interviews

These are typically relaxed and conversational. By getting about 10 minutes of conversation, we usually end up with a 2-3 minute video.

I usually explain this to the interviewee -- letting them know that we will focus on the “top 2-3 minutes” that our audience is. Also, remind them that the audience is fellow deep tech so they should feel free to let their inner-geek out and talk tech.... We are not interested in their 2-minute elevator pitch on this, but on a conversation.

1. Do a Sound Test by asking them to say the correct pronunciation of their name and company and get their BADGE shown to the camera..... They can take it off after if they want.
2. Don't forget to get them to sign the IEEE Release and take a photo of their business card as well so that we can contact them!

Before the interview/video starts, ask:

- Are any of the members of the team IEEE members / engineers

By asking beforehand, you can include the society or IEEE activities into your questions

- Explain the technology you developed and how it utilizes engineering-driven innovation?
- How does your product improve _____
- What was your biggest technology hurdle/challenge? (Note: A follow-up related to Standards Development might be possible depending on the answer)
- Do you envision ABC changing the nature of ABC tech?
- What is next for you/your company?
- What value do you and your core team find in participating in IEEE events and/or competitions such as the European Innovation Week?

---- more optional if in the flow of the conversation, IEEE is mentioned----

1. How has your foundation as an IEEE insert Society Name helped you as a founder?
2. What advice would you give to IEEE members in research looking to launch or work in startup?

IEEE Release Form

RELEASE FORM

I hereby consent and agree to the following:

1. I am eighteen (18) years of age or older and grant to the Institute of Electrical and Electronics Engineers, Inc. ("IEEE"), its agents, and their respective licensees, successors, directors, officers, employees, parent, subsidiaries, affiliates and assigns the irrevocable, royalty-free, perpetual, unlimited right and permission to use, distribute, publish, exhibit, digitize, broadcast, display, modify, create derivative works of, reproduce or otherwise exploit my name, picture, likeness, comments, and voice, or to refrain from so doing, anywhere in the world, for any lawful purpose in all media whether now known or hereinafter created. I further understand that I shall have no ownership in any of the resulting media incorporating my comments, likeness, or name.
2. I expressly acknowledge that I am knowingly and voluntarily taking part in the activities for which my image is being captured without financial compensation and understand the requirements associated therewith. I hereby expressly release and forever waive any and all claims, actions, causes of action, demands, rights, damages, costs, attorney's fees, losses and expenses which I may have against IEEE suffered by me as a result of or arising from my participation.
3. I agree that IEEE will have the right to attribute statements to me, which are expressions of my personal experience and belief, which may be contained in any resulting media. I agree that no portion of the resulting media containing my name, biographical information, quotes, photographs, or recorded interviews needs to be submitted for any approval prior to my participation.
4. I represent I am able to participate in these activities and that, to the extent it is required, I have obtained the permission of my employer, institution, etc. prior to my participation.
5. I acknowledge that I have carefully read and understand this document and what it means with respect to my participation. I warrant, represent, and agree that I have the full power and authority to enter into this agreement.

Signature

Full Name Printed

Date

Email Address

Post Event Email Summary for Judges

Greetings all,

Thank you so much for taking the time to assist us in Paris with the IEEE N3XT Star competition.

Immediately following the conclusion of our competition, the IEEE N3XT Stars were [announced on Twitter](#) and follow-up e-mails were sent directly to the winners.

On Tuesday 10/31, a [Hello Tomorrow event summary was posted on the IEEE Entrepreneurship Portal](#) and Kathleen began editing all of the video footage Randi captured at the event.

Content from the event will be released according to the schedule below:

- 10/31 - Hello Tomorrow event summary on Entrepreneurship Portal (completed)
- 11/2 - Hello Tomorrow event blog by Bruno - Posting to FB and Collabratec
- 11/3 - First Hello Tomorrow video footage posted to FB and Collabratec
- 11/6 - 11/10 - Video footage of Hello Tomorrow N3XT Stars posted through the week to Portal, FB and Collabratec
- 11/24 - Hello Tomorrow event summary and video footage in Nov newsletter
- 11/30 - 12/10 - Additional Hello Tomorrow video footage posted on FB and Collabratec

Since returning home, I have been trying to schedule a post event discussion with Arnaud and Sarah since Baptiste is leaving the organization next week. Hopefully we can brainstorm different way to work together throughout 2018.

Finally, I've begun work on official contest guidelines for 2018 now that the pilot program has come to a close. I plan on circulating this document to all of the 2017 judges for input and feedback.

Thanks so much again for making our presence at Hello Tomorrow a success.

Best regards,

N3XT Star Congratulations/Follow Up Letter

Greetings _____

Thank you for taking the time to meet with our IEEE selection panel, and congratulations on being chosen as one of _____(event)'s N3XT Stars!

We will be featuring your company in the following areas:

- [Facebook](#)
- [Twitter](#)
- [IEEE Entrepreneurship's site](#)
- [IEEE.tv](#)
- [The IEEE Entrepreneurship Newsletter](#)

We hope that this exposure to the IEEE Entrepreneurship and IEEE membership community will prove invaluable to your company.

If you're interested in connecting further with the IEEE Entrepreneurship community, there are lots of ways to do so. We have a monthly newsletter that reports on all things tech entrepreneurship that you can sign up for [here](#). You can also join our Entrepreneurship community on [IEEE Collabratec™](#), where over 10,000 tech professionals can convene to discuss what's happening in their areas of industry and engineering, and gain insights from some of the greatest minds in technology. Signing up for our Collabratec community and our monthly newsletter is free!

At IEEE, we are always looking for ways to provide insight into how technology can be advanced for the betterment of humanity. Becoming a member of the IEEE is not just a way to join the world's largest professional network for technology and engineering professionals; it's also a way to ensure that you are consistently up-to-date on the latest resources and opportunities in your industry. The benefits to joining the IEEE are countless, but you can find more information on how to get involved and what that means for you by clicking [here](#).

Thank you for being a part of the IEEE N3XT STAR program, and we hope that you will continue your relationship with the IEEE.

Best regards,

N3XT Star Follow Up Post Meeting 1

Greetings _____

It was a pleasure speaking with you at _____ (full title of event)

Thank you for taking the time to meet with our IEEE selection panel. It was a pleasure to speak with you and consider your company as a potential member of our IEEE N3XT Stars awards program!

As part of this year's activities, IEEE is highlighting engineering-driven startups to our global community of engineers, scientists, and entrepreneurs. Selected IEEE N3XT Stars are publicized through our various media outlets such as IEEE.tv, IEEE's Entrepreneurship Portal, and more.

If your company is selected, it will be featured in the following areas:

- [Facebook](#)
- [Twitter](#)
- [IEEE Entrepreneurship's site](#)
- [IEEE.tv](#)
- [The IEEE Entrepreneurship Newsletter](#)

Thank you for being a part of the IEEE N3XT Stars program, and we hope that you will continue your relationship with the IEEE.

Best regards,

Draft 2

Initial Contact Email

Greetings _____ ,

I am attending the _____ conference on behalf of the [IEEE Entrepreneurship Initiative](#).

We're here at the conference looking for engineering-driven startups to feature as part of our IEEE N3XT Star program. Selected startups get press in our digital and print pubs, video interview, access to the IEEE expert network, and a complimentary pass to one of our IEEE N3XT global events.

We have identified your company as one we would like to connect with. Is there a convenient time during which we can have a brief 10 minute discussion about your startup? Our judges _____ and _____ will be on the show floor today and would love to connect with you.

We look forward to speaking with you soon.

Regards,

Draft 2

Judge Solicitation Email

Greetings _____ ,

As part of continued efforts to expand IEEE brand to new entrepreneurial audiences, IEEE Entrepreneurship in the process of planning activity at the _____ Conference in _____.

Insert a brief description of the conference here (Example - Hello Tomorrow is a global non-profit whose mission is to accelerate the transfer of breakthrough technologies into real world solutions by highlighting, empowering and connecting the most promising deep-tech entrepreneurs across the globe with the right enablers.)

Similar to our recent involvement at other high profile startup community conference, we will assemble a small group of local IEEE judges to help conduct the IEEE N3XT STAR recognition program.

IEEE N3XT STAR startups will be selected by distinguished entrepreneurs, investors and industry leaders from the IEEE community, in recognition of their progress and potential in bringing engineering-driven innovations to market in emerging areas of technology.

IEEE N3XT STARs will be featured in IEEE digital, social, and print media, are invited to an upcoming N3XT global event, and gain access to the IEEE Entrepreneurship Network.

More information on the IEEE N3XT Star Program can be found in [this recently published article by The Institute](#)

We would like to include as many IEEE operating units as possible during our selection of volunteer judges in order to promote the diversity of IEEE expertise.

Judges will be responsible for reviewing demos in specific areas of technology, speaking with founders, listening to pitches, and scoring startups. Winners will be selected from tech areas that share an alignment with IEEE's mission and vision.

We are seeking judges who have an entrepreneurial background and technical expertise to cover the following areas at the (conference name) : (technical areas)

If you know someone in the _____ area or close enough that the travel would not be a financial burden to IEEE or the individual, please let us know by _____ and we will work to recruit them.

Thank you in advance for any assistance you may be able to offer.