IEEE
802

IEEE 802® 2013 Marketing Plan

John D'Ambrosia
IEEE 802 LAN/MAN Standards Committee

Karen McCabe
IEEE-SA

February 5, 2013

Publicize IEEE 802
Leverage Industry News, Developments & Issues

principles

Approach

– Ethernet turns 40 in 2013 – IEEE to leverage important milestone to publicize success of IEEE 802 (IEEE 802.3 specifically)

– Tell the IEEE 802 story through the lens of the OpenStand Modern Paradigm Principles, for example:

- Align IEEE Open Access Strategy and IEEE 802 "open access" standards with OpenStand Open Knowledge concept

- IEEE 802's liaison relationships to work in collaboration for the advancement of the Internet

- IEEE 802 standards developed in a modern paradigm and their societal impact, how innovated upon–why/how the openness of the standards fostered innovation and contributions to a global knowledge community

- Deepen IEEE 802 relationships with Alliances (WiFi, WiMax, Zigbee, Ethernet Alliance) based on the Alliances' activities and innovating upon open 802 standards

Target Audiences

- Industry/corporations

- Policy makers & governments

- CSOs

- Next-generation technology innovators

- Standards organizations (SDOs)

- Alliances & consortia

- Academia

Principles

– Cooperation

– Adherence to Principles

– Due Process

– Broad Consensus

– Transparency

– Balance

– Openness

– Collective Empowerment

– Availability

– Voluntary Adoption

IEEE STANDARDS ASSOCIATION

PR Goals & Objectives

- Generate widespread exposure globally for:
    - IEEE 802 standards development activities
    - The impact of IEEE 802 standards on society
    - IEEE 802 as a successful example of IEEE standards in the context of OpenStand
- Cement the OpenStand Principles among target audience/key stakeholders around the world using IEEE 802 to help illustrate the effectiveness and benefits of the Principles
- Promote the 40th Anniversary of Ethernet and its economic, social, political and technological impact on society – associated with IEEE 802 standards development activities (and highlighting IEEE 802.3)
- Increase awareness of IEEE-SA's leadership role across the greater standards community, its scope of value-added services throughout the standards lifecycle, and its efficient build-out of a comprehensive portfolio of globally relevant standards
- Establish IEEE-SA's reputation as the "destination" for innovation among next generation inventors

IEEE STANDARDS ASSOCIATION

◆IEEE

PR Strategy

– Yearlong campaign using combination of marketing, digital media

and traditional PR best practices to:

- Publicize IEEE 802
- Promote IEEE 802 in alignment with OpenStand Principles
- Demonstrate proven collaboration through 802 examples

– Leverage 40th Anniversary of Ethernet

– Global Campaign – International Outreach

– Multiple Touch Points

– Deep Bench of Spokespeople

– Visual Elements

– Story Telling and Examples

Ethernet: 40 Years Past – The Next 40

– Ethernet was developed at Xerox PARC between 1973 and 1974

– The idea was first documented in a memo that Metcalfe wrote on May 22, 1973

– In February 1980, IEEE started project 802 to standardize local area networks (LAN)

– IEEE published the 802.3 standard as a draft in 1983 and as a standard in 1985

– What's Next? Vision for Ethernet?

PROGRAM ELEMENT:
InfoGraphic that expands the vision of Ethernet/802 – illustrate the vision, the next 40 years..

IEEE STANDARDS ASSOCIATION   ◈IEEE

8

Tactics

Content
Press Releases, Bylined Articles
Columns, Q&As, Videos,
InfoGraphic, Surveys

Delivery Mechanisms / Communications Channels
Resulting in **Controlled** Messaging, Placements & Coverage

Print & Online Media
IT, Comms, Vertical,
Business/Mainstream

Social Media
Twitter, YouTube, Blogs,
Facebook, LinkedIn

Events
40th Ethernet

Press
Interviews
Editorial Calendar

Industry Analysts
Briefings
Reports / Studies

Key Events – Sampling

– SXSW – March

– Ethernet Technology Summit (John D keynoting) – April

– Metcalfe 40th Anniversary of Ethernet Event – May

– CAG, Hong Kong – April

– IOT, China – April

Bob Metcalfe
@BobMetcalfe

⌄ Follow

Prep for Ethernet 40th Birthday on May 22, 2013 accelerated with hosts PARC, Computer History Museum, Metro Ethernet Forum. Hold date.

– BOG, Korea – May

– SASB, Belgium – June

– Ethernet World Congress, China – John D invited to keynote

– 802 Plenary Meetings (March, May, July, November)

– Others

Proposed Spokespeople & Authors

- Karen Bartleson – OpenStand
- Steve Carlson – Ethernet Applications
- Wael Diab - EEE
- John D'Ambrosia – 400 Gigabit Ethernet
- James Gilb – Smart Grid / 802 Family / Ethernet
- Bob Grow _Ethernet
- Bruce Kramer - Wireless
- David Law - Ethernet
- Paul Nikolich – IEEE 802 Family
- Pat Thaler
- Geoff Thompson - Ethernet
- International – 802 (WG/EC to advise)
- Others

Work in progress..
Developing spokesperson database
- Name and area(s) of expertise / topics

GUIDELINES: Content stating 802 official position to be approved by EC.   Content expressing personal opinions are the responsibility of the individual.

Example Article Topics & Themes

- Paul Nikolich – 802 OpenStand

- David Law – Ethernet 40th Anniversary – "A Day in the Life of Ethernet" – how Ethernet is used in our daily lives without us even knowing it (non-technical)

- James Gilb – 802 and Smart Grid

- John D'Ambrosia – 400 Gigabit Ethernet CFI

- Others

Snapshot Timeline

IEEE 802

JAN	FEB	MAR	APR
Prepare Plan	Preparation Content calls Message Dev	802 & IETF Orlando Videos; SXSW	400 Gb/s CFI, Ethernet Tech Summit

MAY	JUN	JUL	AUG
40th Anniversary Enet Events, InfoGraphic Facebook, Intl PR	PR Social Media Bylines	PR Social Media Bylines	PR, Bylines Social Media Conduct Survey

SEP	OCT	NOV	DEC
PR, Bylines Social Media Compile Srvy Rslts	PR, Bylines Facebook Survey Part 1	802 Plenary Video Feature Survey Part 2	Year Wrap-up PR

NOTE: The 2013 IEEE 802 Marketing Campaign is a work in progress and will continually evolve

IEEE STANDARDS ASSOCIATION

PR Toolkit

Contents to include:

- 802 Examples

- PowerPoint Presentation

- OpenStand Messaging

- OpenStand Talking Points

- Images and Logos

- Social Media – Controlled messaging for publicity of approved messaging

Plus other key aids / items for spokespeople and presenters

John D'Ambrosia

Chair, IEEE 802 LMSC Recording Secretary

Chief Ethernet Evangelist, CTO office, Dell

jdambrosia@ieee.org

Karen McCabe

IEEE Standards Association (IEEE-SA)

k.mccabe@ieee.org

http://standards.ieee.org/

http://open-stand.org

IEEE STANDARDS ASSOCIATION