

IEEE 802 40th Anniversary Public Visibility Campaign Update

*John D'Ambrosia
Futurewei, U.S. Subsidiary of Huawei
ec-19-0194-00-00EC
September 27, 2019*



Status

BUDGET BREAKDOWN	Status
Research spokespeople for content for media and transmitter	Completed
Wireframes initial designs	In-Process Impacted by change in video concept – individuals addressing a topic, rather than single individual talking.
Video shoots	Completed @ Nov Stds Board Meeting (Nikolich, Parsons, Stanley, D’Ambrosia) Metcalf – audio interview (in-process) “Man on Street” videos at Nov Plenary
Drafting 4 Transmitter articles	In process
Traditional outreach and management in 8 countries (US, UK, Brazil, China, Japan, India, Germany, Korea)	Pending Content
Ads (creation and paid placement)	Pending
IEEE 802 Web Page Development (IEEE-SA)	In process Design to support long term 802 Mktg page needs

Content Summary

Videos

1. **The Birth of 802**
2. **High Quality Standards Drive Market Relevance**
3. **The First Successes of 802**
4. **802 Enters into New Verticals**
5. **802's Global Impact on Everyday Life**
6. **The Future of 802**

Transmitter Articles

1. **How Ethernet has enabled today's hyper-connected world**
2. **How the Future of Wi-Fi Will Impact Our Workplaces and Lifestyles**
3. **3 Ways the World Would Be a Different Place without IEEE's 802 Standards**
4. **The Importance of Developing Specialty Wireless Networks for IoT**

IEEE 802 Web / Social Media Presence

- ▶ Design of IEEE 802 Marketing Web Page –
 - Two goals
 - Amplify Public Visibility Outreach Efforts
 - Long term use by IEEE 802
 - Status - initial discussions
- ▶ Twitter Handle – IEEE 802
 - Initialize social media effort
 - Priority
 - Point to public visibility efforts
 - IEEE 802 Meeting Announcements
 - IEEE 802 EC Approved Press releases
 - Status – in process (Address SA / Computer Society / 802 Rules)