IEEE 802 40th Anniversary
Public Visibility Campaign Update

John D'Ambrosia
Futurewei, U.S. Subsidiary of Huawei
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Agenda

- ▸ Content

- ▸ Channels

- ▸ Program Overview

- ▸ Financials

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**

IEEE 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**

"Man-on-the-Street" Videos (Shot in Kona / Edited by IEEE TV)

1. **Why Do You 802 – Amelia Andersdotter**
2. **What if We Lost 802? – Andrew Myles**
3. **It's An 802 Thing - David Law**
4. **What's 802 to You? – Jim Landsford**
5. **Why do you 802 – Roger Marks**

Press Releases (any 802 related press releases in works)

1. **IEEE 802.3 Bandwidth Assessment Press Release (pending)**
2. **IEEE 802.3cg and IEEE 802.3cn Publication (pending)**
3. **Other?**

Channels & Webpages

▸ Webpages
- IEEE Transmitter (https://transmitter.ieee.org/)
- IEEE SA 802 Marketing Webpage (URL Pending)
  • Phase 1 - Public Outreach – Simple request box
  • Phase 2 – Longer term – more mature filtering / steering (to be developed)

▸ Social Media
- Facebook
- Instagram / IGTV
- LinkedIn
- Insta Stories
- Twitter
  • @IEEEorg
    ▪ Co-ordinating with other IEEE related twitter handles
  • @IEEE802
    ▪ Just started – need to generate followers
  • Other
    ▪ 802 participants & their companies / affiliations
    ▪ Related Marketing Alliances – such as Wi-Fi, Ethernet Alliance, Other
- IEEE China
  • Will address Chinese social media channels (Pending coronavirus situation)

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Program Overview

▸ Media Outreach has already begun

▸ IEEE 802 Mktg Webpage go live Feb 25

▸ IEEE Transmitter webpage go live Feb 26

▸ Social media campaign

- Timeframe
  - Starting Feb 26
  - Ending April 15
- Each week 2 -3 content items will be pushed through various social media channels

▸ Social Media ads

- Facebook / Instagram Promoted Posts
- Facebook Website Click ads (To Transmitter Page)
- Twitter Website Click Ads (To Transmitter Page)
- Google Display Network Traffic Ads (To Transmitter Page)
- Facebook Website Click ads (To 802 Mktg Page)
- Twitter Website Click Ads (To 802 Mktg Page)

Program Goals

▸ Social Interactions (75K)

▸ Transmitter Pageviews (30K)

▸ Video Views (100k)

IEEE

Financial Contribution Overview

Source	Contribution
IEEE 802 - 2019	$20,000
IEEE 802 - 2020	$80,000
IEEE TAB	$10,000
IEEE SA	Webpage Development
IEEE TV	Editing "Man-on-the-Street" Videos

BUDGET BREAKDOWN	2019	2020			Status
	Public Outreach		IEEE-SA	IEEE TAB	
Research spokespeople for content for media and transmitter	$5000				Invoiced
Wireframes initial designs	$9,000				Invoiced
Wireframes and design finalizing		$6,000			Pending
Video shoots	$2,000				Invoiced
Video + Audio production		$12,000			Pending
Drafting 4 Transmitter articles	$4,000				Invoiced
Traditional outreach and management in 6 countries (US, UK, Brazil, China, Japan, India)		$20,000			Pending
Outreach and management in Germany, Korea ($5000 each market)		$10,000			Pending
Additional Outreach to 8 Countries		$5,000		$10,000	Pending
Translation Services (Spokespersons)		$5,000			Pending
Ads (creation and paid placement)		$15,000			Pending
IEEE 802 Web Page Development (IEEE-SA)			$10,000		
Miscellaneous		$7,000			Pending
TOTAL	**$20,000**	**$80,000**	**$10,000**	**$10,000**	