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IEICE Malaysia Section Presentation

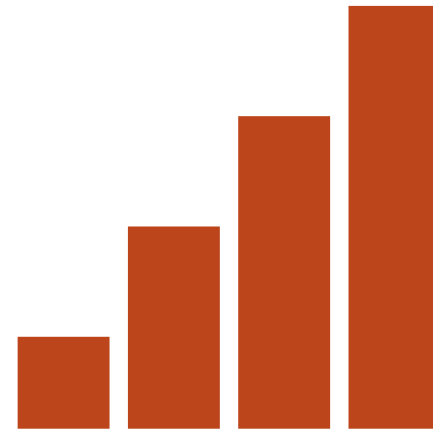


Discussion Topics

1. **Boosting Engagement – Strategies for Overseas Section Growth:**

Satisfaction and challenges regarding current activities

- No information on current membership numbers
- Basic information of members (e.g. email addresses) are not accessible
- Less social media presence, hence challenging to convince people to join IEICE on a long-term basis



Discussion Topics

Boosting Engagement – Strategies for Overseas Section Growth:

Effective incentives and specific needs for enhancing engagement:

- ❑ **Implement a referral programme:** an existing member can get membership fee discount if he/she successfully gets 1 person to join IEICE as a member
- ❑ **Free trial membership/discounted subscriptions**
- ❑ **Social responsibility programmes/initiatives** – e.g. responsible recycling of e-wastes, creating sustainable solutions, smart-farming
- ❑ **Regular and consistent communication with members**
- ❑ **Membership kit** – IEICE t-shirt and/or car sticker given to new members to promote the society





Discussion Topics

The Unique Role of IEICE Global Sections

Perspectives on **the role of overseas sections** in the era of globalization:

- ◆ **Sharing of ideas, technologies and best practices to boost membership numbers**
- ◆ **Social responsibility initiatives**
- ◆ **Targeted marketing campaigns**

Discussion Topics

Boosting Engagement – Strategies for Overseas Section Growth:

Effective incentives and specific needs for enhancing engagement:

- ❑ **Collaborate** with other societies (e.g. IEEE) or nearby IEICE overseas section (e.g. Malaysia & Singapore) and plan for activities that will benefit the members of both sections (seminars, workshops, technical talks, etc.)
- ❑ **Appoint** student/member as IEICE ambassador – sharing of experience on how being an IEICE member has benefitted them
- ❑ More social media **presence**, e.g. on Facebook, IG, etc.





Thank you.

Arigatou gozaimasu.

ありがとうございます



*IEICE
MALAYSIA
SECTION*

ACTIVITIES IN 2023 & 2024



ACTIVITY 1: TALK BY DR. JUNICHI NAGANAWA (ENRI)

Date: 1st November 2023 (Wednesday)

Time: 2.30 – 4 pm

Venue: Multimedia University

Synopsis: Air Traffic Control is an essential service to make aircraft operation safe and efficient. In a typical situation, an air traffic controller monitors each aircraft position and provides necessary orders, permissions, and advisory information. In this talk, surveillance systems supporting ATC is briefly introduced. A traditional system is a radar, but recently the broadcast-based system called ADS-B is emerging worldwide.

ACTIVITY 1: TALK BY DR. JUNICHI NAGANAWA (ENRI)



ACTIVITY 2: VISIT TO MMU

Date: 18th January 2024 (Thursday)

Time: 2.30 – 4.45 pm

Venue: Multimedia University

Visiting Professors: Prof. Koichiro Ishibashi (UEC) & Prof. Yamada (MJIT)

ACTIVITY 2: VISIT TO MMU

Itinerary of Visit:

2.30pm - 2.35pm : Welcome remark by ICE

2.35pm - 2.45pm : Introduction of MMU by Prof. Ting Choo Yee

2.45pm - 2.55pm : Introduction of UEC by Prof. Ishibashi and Prof. Yamada

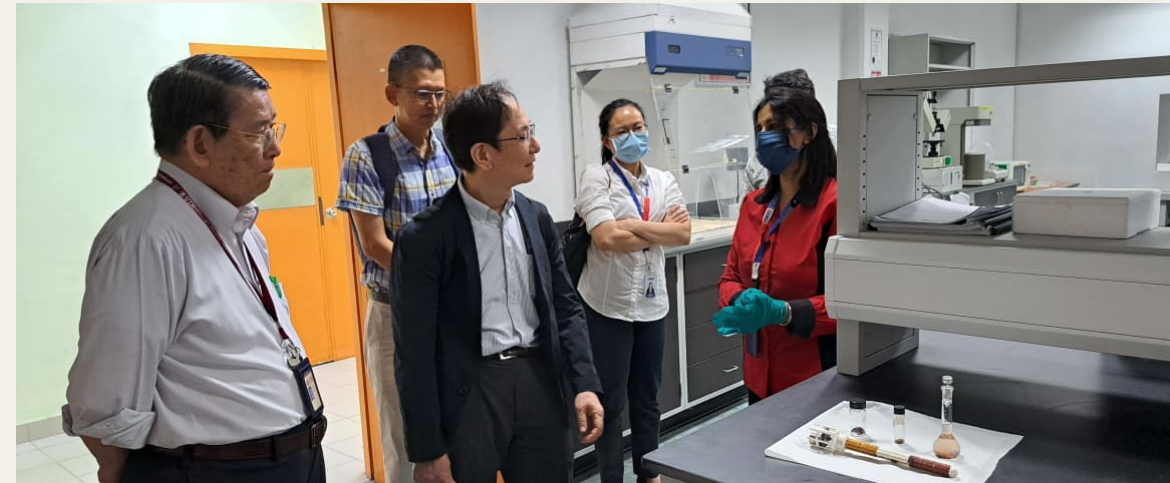
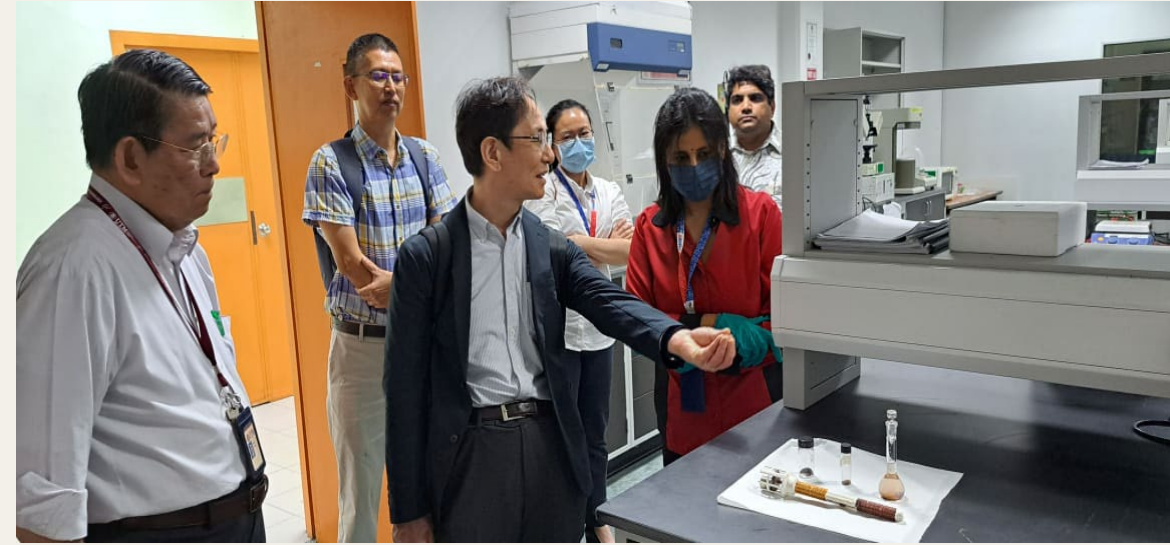
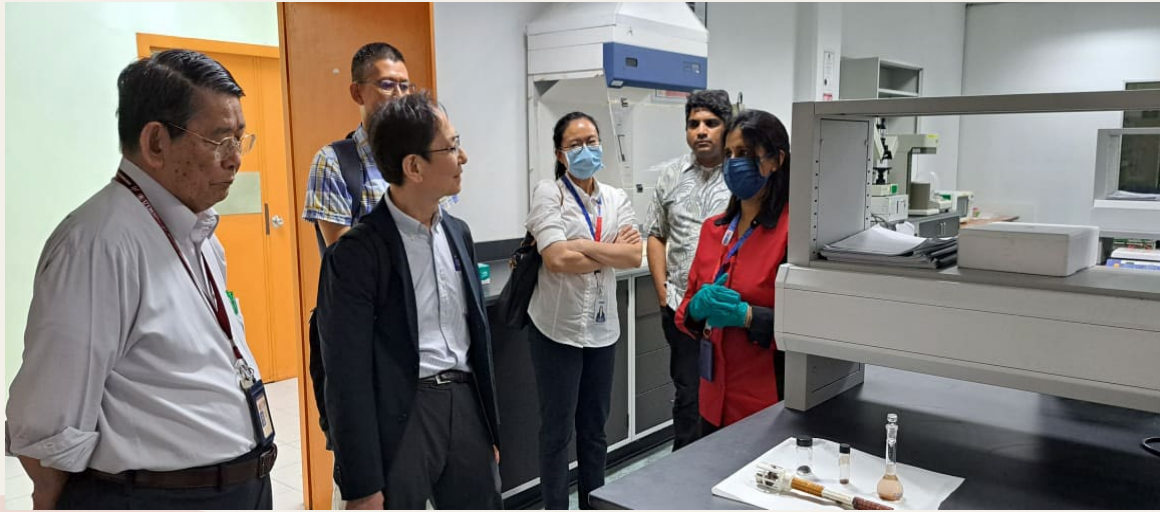
2.55pm - 3.00pm : exchange of token and photo session

3.00pm - 3.45pm : Visit to FOE

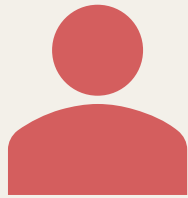
3.45pm - 4.15pm : Visit to FCI

4.15pm - 4.45pm : Visit to FCM

ACTIVITY 2: VISIT TO MMU



PLANNED ACTIVITIES (2024 & 2025)



- Student member recruitment drive



- Application of sponsorship for students to attend conference(s)

THANK YOU.

Any questions?