

Partnering with Vendors on End User Outreach

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2020 STEM Librarians South Conference

Beyond Database Training: Programs to Engage End Users

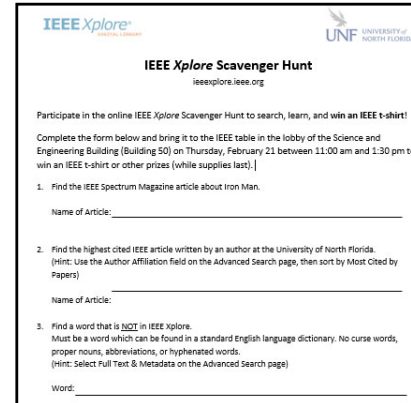
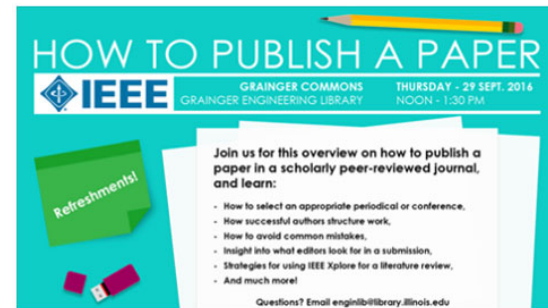
How to Get Published with IEEE
(Mini Authorship Workshop)

IEEE Standards: Powering Innovation,
Academia, and the World Around Us

Career, Content, Networking: Today's
IEEE

Innovation & Entrepreneurship Panel

Games / Online Scavenger Hunts



Recommendations for Partnering with Vendors

- Identify the most relevant vendor to develop a program to address a specific student or faculty need
- Partner with other groups and campus resources that focus on your target audience
Graduate Engineering Associations, Scholarly Communication Office, IEEE authors/editors, IEEE Student Branches, Writing Center, Career Services, Engineering Department, key faculty members
- Schedule programs in locations (both physical and virtual) and times convenient to your target audience
- Work with vendor to offer food and giveaways for in-person programs
- Utilize tools such as Mentimeter to engage audience for virtual programs

Thank you!

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