

## **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** 

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Games / Online Scavenger Hunts



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Find a word that is <u>NOT</u> in IEEE Xplore. Must be a word which can be found in a standard English language dictionary. No curse w

proper nouns, abbreviations, or hyphenated words. (Hint: Select Full Text & Metadata on the Advanced Search p

Papers) Name of Article



IEEE

## **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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