



Sunday, 2 June 2024

spsday.ieee.org

Event Ideas and Celebration Checklist

SPS Day is held annually on **2 June**, and we're hoping to position you for a successful event! Consult the checklist below to make the most out of your celebration and ensure proper administration to maximize your activities.

Only Chapter events to be held between **19 May** and **16 June** will qualify as SPS Day events. Any vTools Events submissions and photo contest submissions from this date range will qualify.

Before Your Event

- Choose your event date:** SPS Day falls on 2 June annually, so plan to hold your event between the two weeks before and two weeks after 2 June (19 May - 16 June).
- Choose your event format**
 - ▶ **Topic:** Topics for an SPS Day event can run the gamut from Technical Talks in new areas, overviews of significant advancements in signal processing technology, or a look back at a Chapter's activities and accomplishments.
 - ▶ **Title:** Select a title of the event that is catchy and will be interesting to both members and non-members of IEEE and the Society.
 - ▶ **Speakers:** Depending on the format of the event, potential speakers could include those from the [SPS Distinguished Lecturers](#) or [SPS Distinguished Industry Speakers](#), past SPS Chapter Chairs or Chapter leadership, local members in industry working on interesting topics, or current SPS leadership
 - ▶ **Location:** Choose a location to fit your needs and the amount of attendees you expect to join. Also consider the options for a hybrid event for virtual attendees
 - ▶ **Collaborating Chapters and Student Branch Chapters:** Depending on your location, collaboration with other SPS Chapters in surrounding Regions or your local Student Branch Chapters can help increase engagement, attendance, and overall event success!
- Download** the [SPS Day Toolkit](#) which contains the logos and other useful branding elements to support your SPS Day events!
- Request** SPS Swag
- Promote your event**
 - ▶ **vTools eNotice:** Contact members in your Chapter/Section via the [IEEE vTools eNotice](#) to promote your event. The IEEE eNotice is an electronic newsletter subscription service that has been developed for IEEE organizational units to facilitate email distribution of newsletters, meeting notices and IEEE conference

materials. New members are automatically added to the database, members who move to a new Section are automatically moved, and past members are excluded by default.

- ▶ **Social media:** Use various social media platforms like LinkedIn, X, Facebook, Instagram, etc., to promote and engage with potential attendees

During Your Event

- ▶ **Attendee interaction:** If you are having an event with multiple speakers, look to have a Q&A, meet and greet, or networking session after the talks.
- ▶ **Recruiting new members:** If you have many non-members attending, look to have a membership booth or recruitment activities to draw people to both IEEE and SPS.

Post-Event

- ▶ **Post-event contact with attendees:** Follow-up with your attendees to further engage them with future Chapter events or to recruit non-member attendees to join IEEE and SPS!
- ▶ **SPS Day Photo Contest:** Submit SPS Day photos to the [SPS Day Photo Contest](#). Chapters can submit up to three photographs for consideration of their SPS Day events to be considered for an additional \$250 in Chapter funding.
- ▶ **Submit** the L31 report in [IEEE vTools Events](#) and tag your event with **#SPSDay**
- ▶ **Begin planning next year's SPS Day activities:** Evaluate which parts of your event worked well and which could be improved for future SPS Day events. Determine if there are any other formatting changes you would like to make, or potentially scaling the event up if the attendance was large.