



Industry Relations

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- From the point of view of Industry, it is suggested that the things of greatest interest are recruitment, training and career development of the workforce, and perhaps promotion of their products and/or services. From the point of view of AESS, our interest is in increasing our membership and hence improving and expanding our services.
- AESS should attempt to provide 'a professional home' for engineers from Industry.
- All of the issues under the other headings of the Strategic Plan (Conferences, Chapters, Education, Publications, Technical Operations, ...) are relevant to AESS members from Industry, and the developments in those areas detailed elsewhere in the plan will help address their interests.



- AEISS's offerings take the form of:
 - involvement with high school and university education, promoting the profession to young people
 - chapter activities
 - online tutorials, DLs
 - conferences
 - publications
 - recognition of achievement (through higher grades of membership, but also awards)

- AEISS should explore *new* things that could be of value: win-win type activities, and ideally ones that don't require substantial investment.



Industry Partnerships



- What would be attractive ?
- win/win propositions:
 - Group membership deals
 - Specific training/education packages to help with career development of engineers
 - Agreed sponsorship by Industry of AESS Conferences
 - AES/Industry Awards
- The arrangement might well need to be different according to the particular country



- Analysis of results of Industry Survey and incorporation in Strategic Plan:
 - We will establish strategic partnerships with two large companies (Raytheon (US-based) and Finmeccanica (Europe-based)). This will entail identifying issues and services of interest to each. Ideas to be considered might include (i) group membership deals, (ii) specific training/education packages, (iii) agreed sponsorship by industry of conferences, (iv) AES/industry awards. The partnerships should be in place by the end of the first half of 2012. They will be reviewed after 18 months, and lessons learned used as the basis to plan further such partnerships.
 - We will introduce a specific Industry feature in the AES Magazine. The detail of this needs discussion and refinement, but it might take the form of a piece in each issue about a particular company, describing their business and their relationship with AESS. Since there are a number of senior representatives from Industry on the Board they might usefully produce the first few to establish the precedent and the style (which is important – they shouldn't look overtly like advertising).