

Sustainable IEEE Conference: Governance Ecosystem



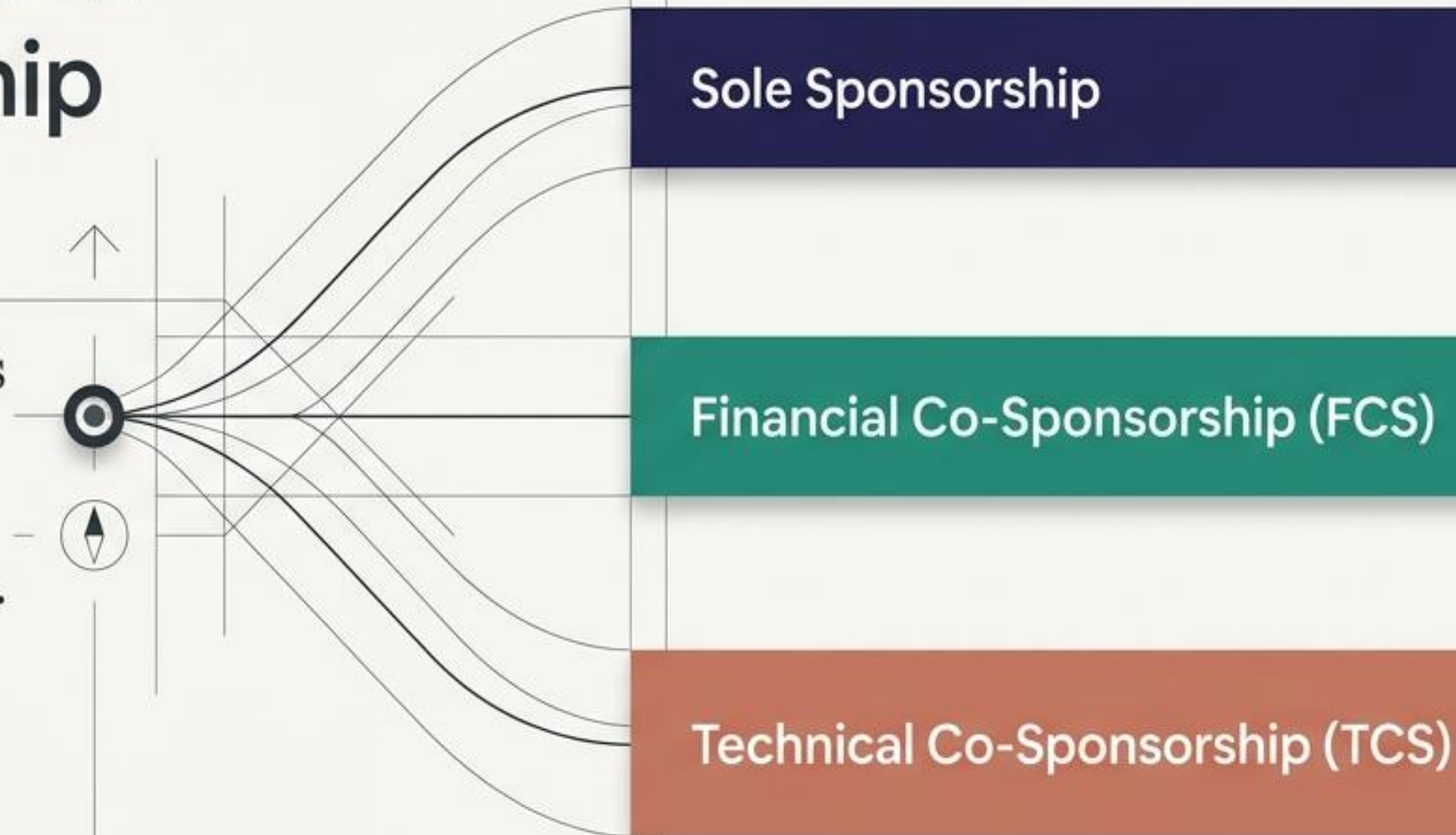
A Wayfinding Guide to the
Malaysia Section Guidelines

Prof. Ir. Dr. Rozita Jailani

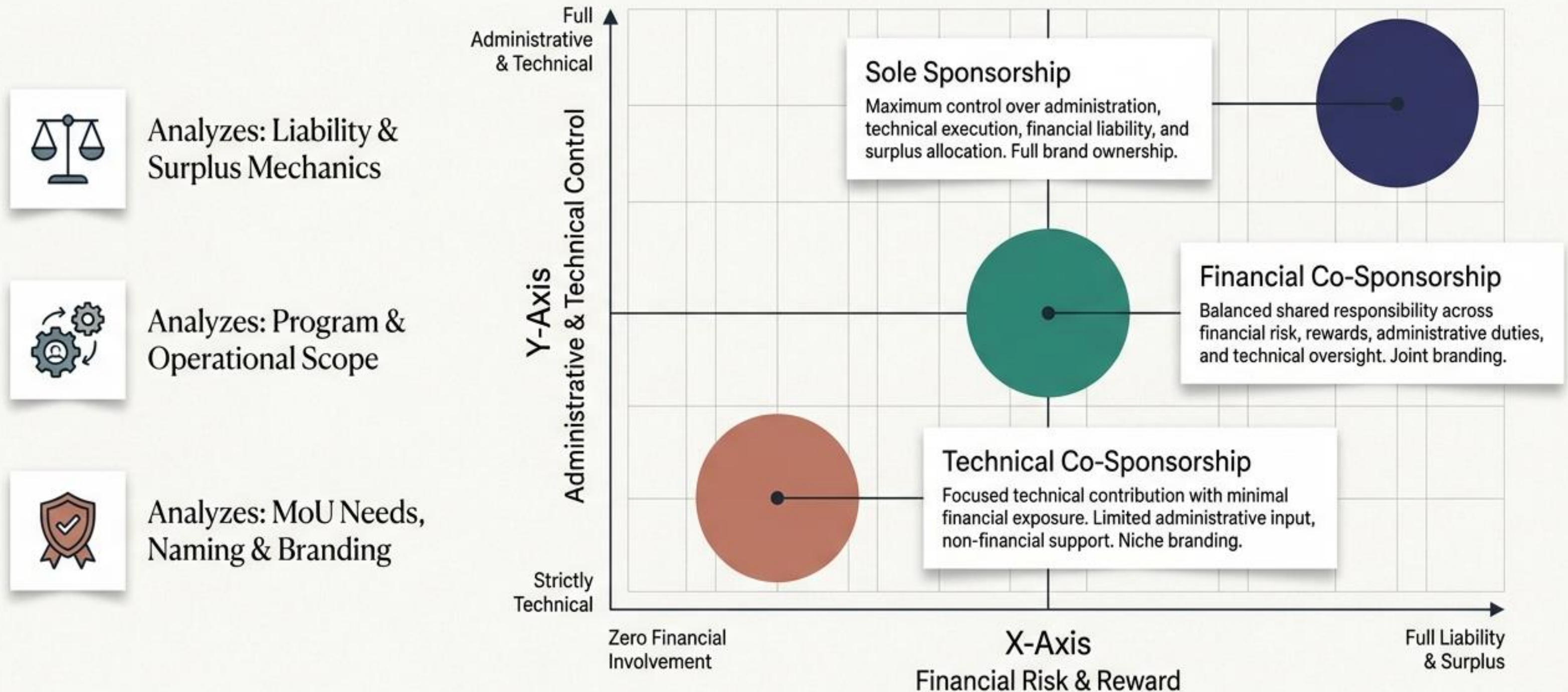
Vice Chair, IEEE Malaysia Section

Choosing Your Path: A Strategic Guide to Event Sponsorship Modes

Compare structural differences to determine the correct financial, technical, and branding model for your event.



Sponsorship Structures Dictate Your Balance of Risk and Control



Sole Sponsorship Demands Total Ownership and Maximum Liability

Identity Profile



Surplus Share



OU

Section

The Rules Engine



Financial Mechanics

Entire OU receives surplus and is fully liable for deficit.



Operational Control

Full administrative & technical control.



Governance & Brand

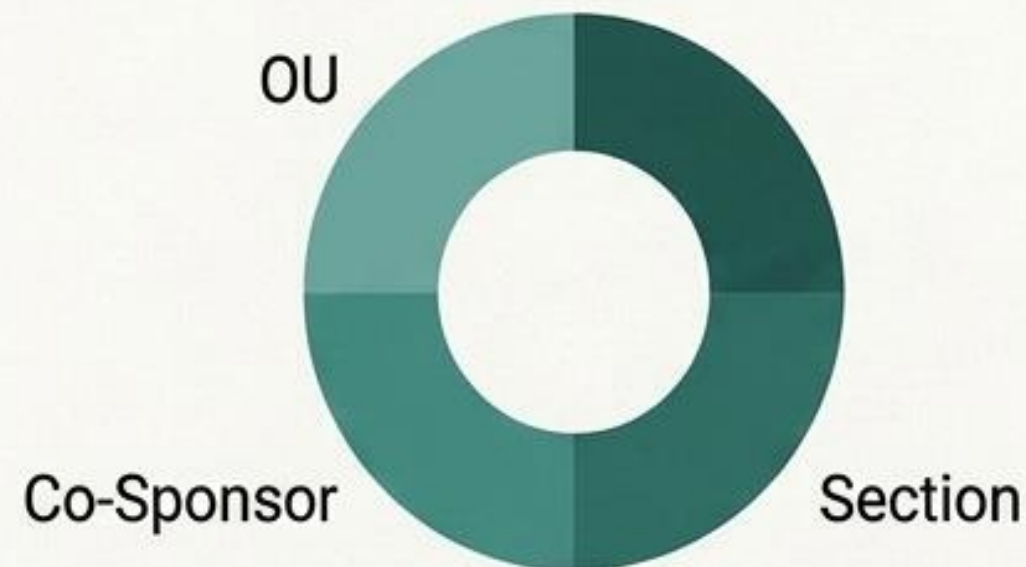
MoU Requirement: NO	✗
IEEE in Title: YES	✓
Branding Rights: YES	✓

Financial Co-Sponsorship Distributes Both the Burden and the Reward

Identity Profile



Surplus Share



The Rules Engine



Financial Mechanics

Shared surplus and shared deficit liability.



Operational Control

Shared administrative and technical responsibility.

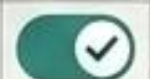


Governance & Brand

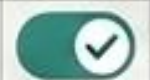
MoU Requirement: YES



IEEE in Title: YES



Branding Rights: YES



Technical Co-Sponsorship Carries Strict Boundaries and Brand Prohibitions

Identity Profile



Revenue Stream



The Rules Engine



Financial Mechanics

ZERO financial involvement.



Operational Control

Strict Technical Program Control only. No administrative oversight.



Governance & Brand

MoU Requirement: **YES**



IEEE in title: **NO**

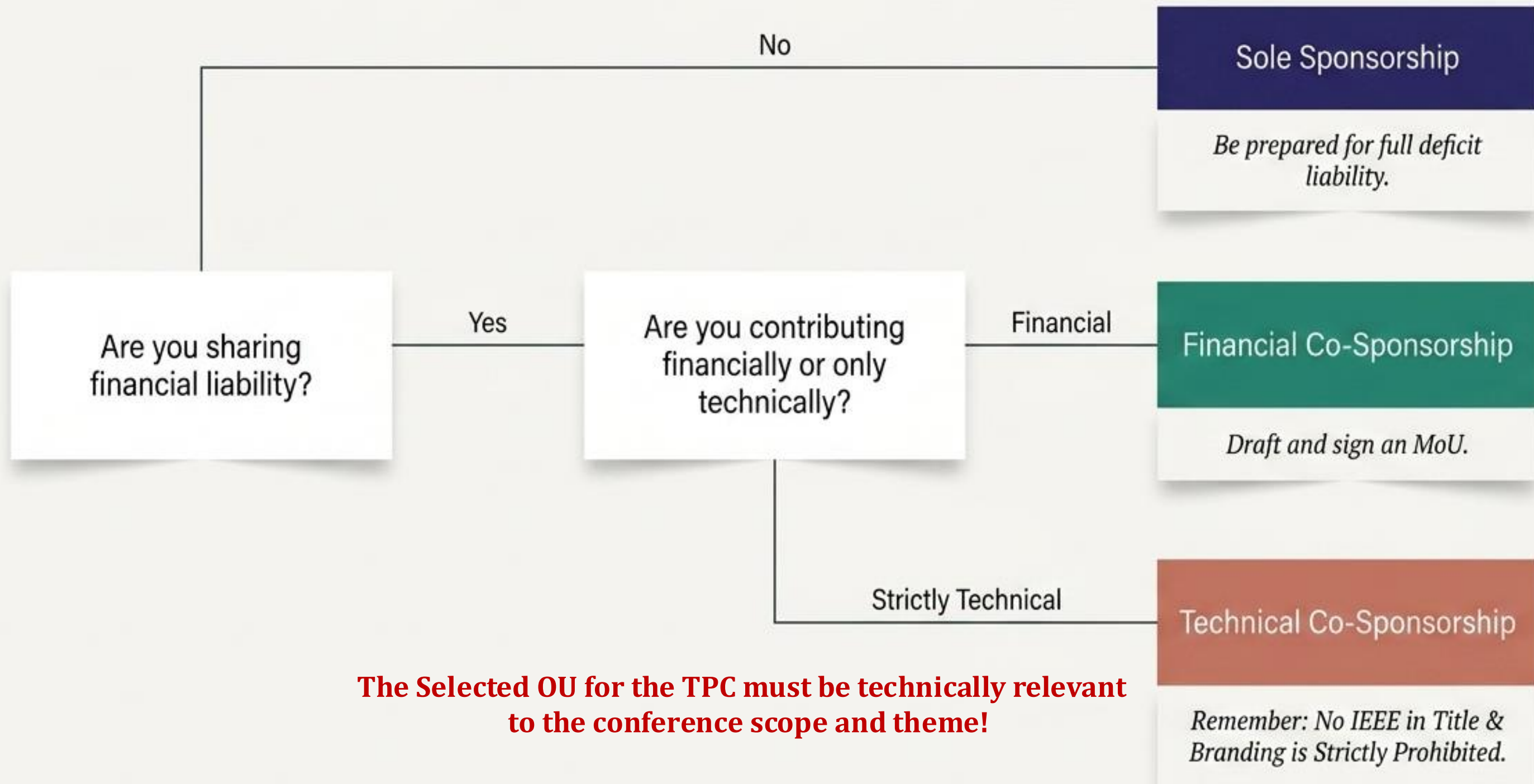


Branding Rights:
STRICTLY PROHIBITED

The Master Diagnostic Matrix for Event Sponsorship

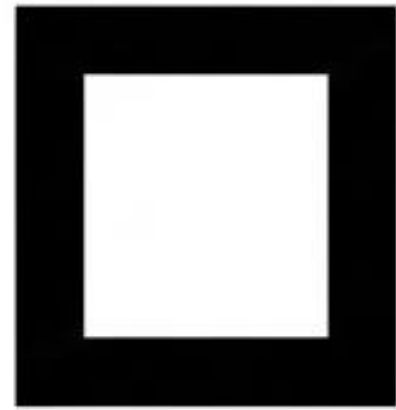
		Sole Sponsorship	Financial Co-Sponsorship	Technical Co-Sponsorship
Financial Mechanics	Liability	Entire OU	Shared	ZERO
	Surplus Share	OU & Section	OU, Co-Sponsor & Section	TCS Contribution Applies
Operational Control	Technical Role	Full Admin & Tech	Shared Responsibility	Strictly Technical Only
Governance & Brand	MoU Required	No ✕	✓ Yes	✓ Yes
	IEEE in Title	✓ Yes	✓ Yes	No ✕
	Branding Rights	✓ Yes	✓ Yes	Prohibited

Navigating to Your Ideal Sponsorship Structure



The Selected OU for the TPC must be technically relevant to the conference scope and theme!

Financial sponsorships demand absolute accountability across technical, financial, and administrative operations.



Sole Sponsorship

Entire Organizational Unit (OU) involvement. OU owns all technical, financial, publicity, and administrative duties. Complete liability for surplus or deficit.



Financial Co-Sponsorship

Shared involvement among several organizations (must include at least one IEEE OU). Shared liability for surplus or deficit.



Non-IEEE organizations seek our partnership for one reason: the instant credibility of the **IEEE brand. Protect it.**

Our name is our equity. Every conference bearing it must uphold our global standard.

Technical Co-Sponsorships incur strict processing fees to recover organizational support costs.

**\$1,450 Base Fee
per event
+ \$22 Per Paper**

Note: TCS fees do NOT apply to Financially Sponsored Conferences.

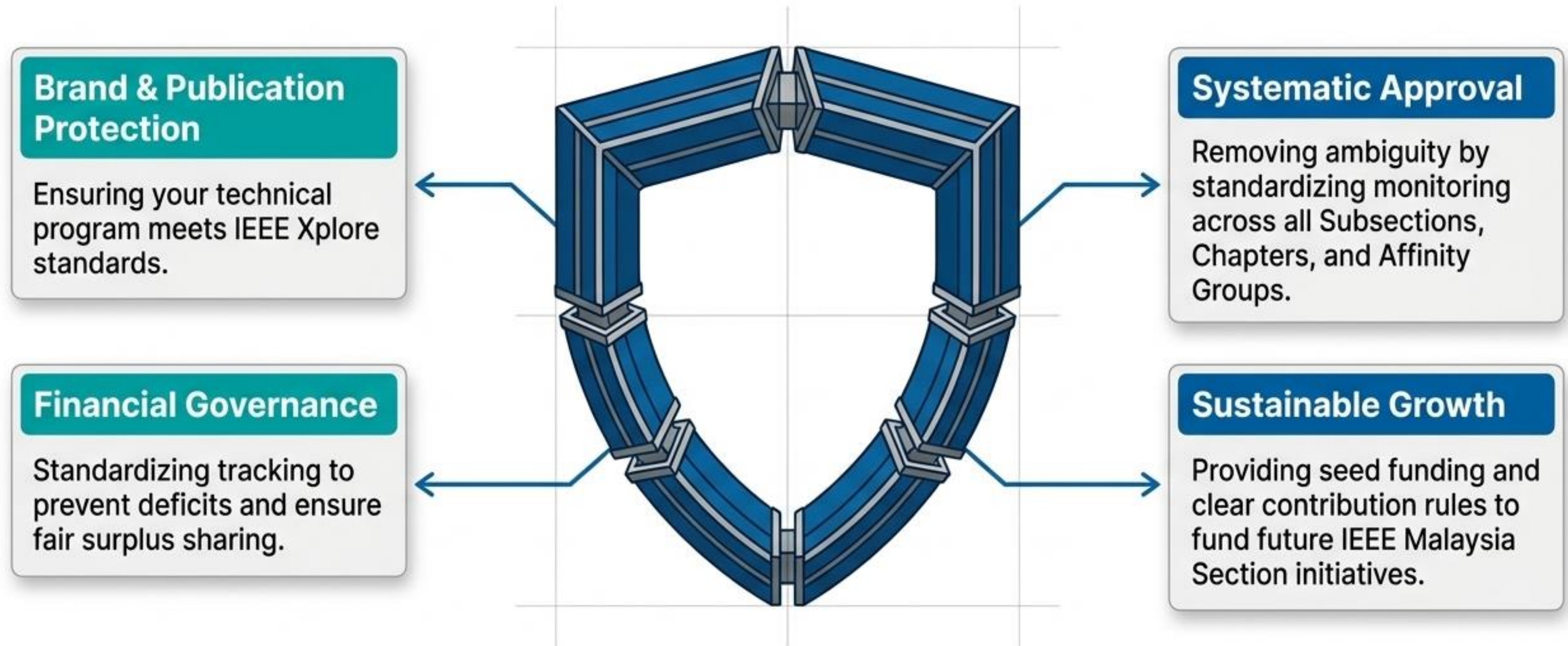
THE ORGANIZER'S EXPEDITION

The IEEE Malaysia Section Guidelines are designed around the natural lifecycle of your conference. They serve as protective guardrails to ensure financial health, technical rigor, and reputational safety from day one to final closure.



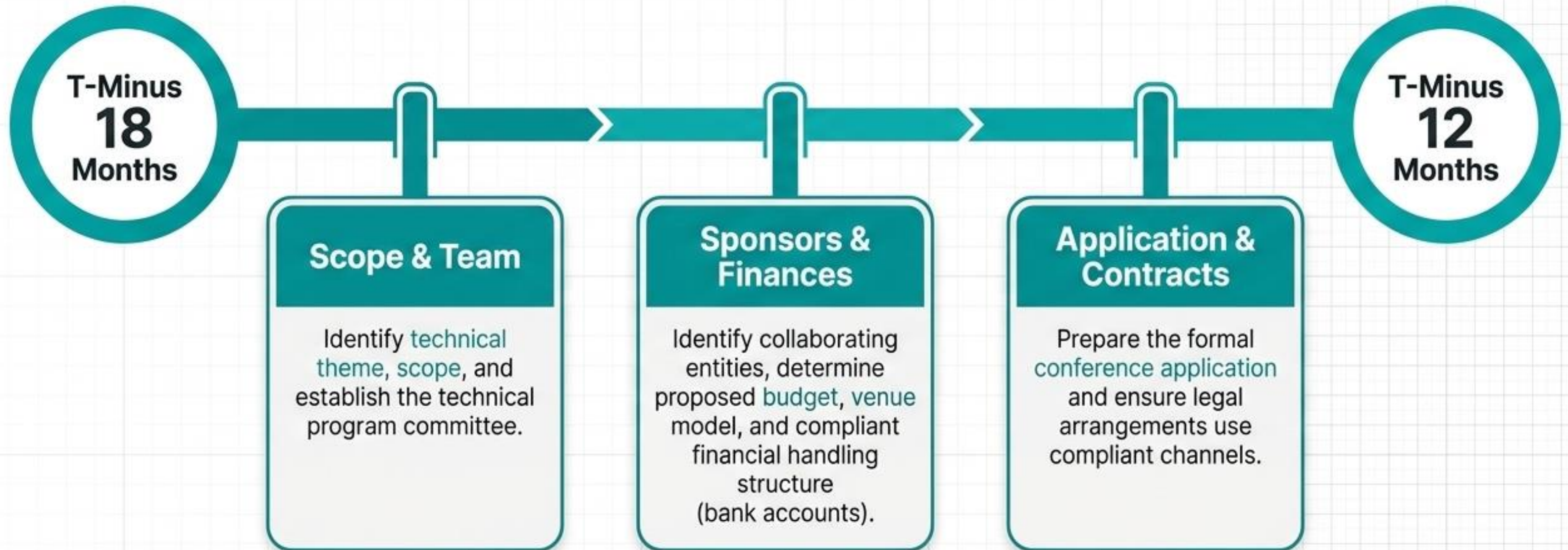
Governance as Protection

These guidelines do not just enforce compliance; they actively safeguard the integrity and sustainability of your event.



The Preparation Runway (12–18 Months Out)

Early planning is mandatory for conferences seeking IEEE sponsorship and publication support.



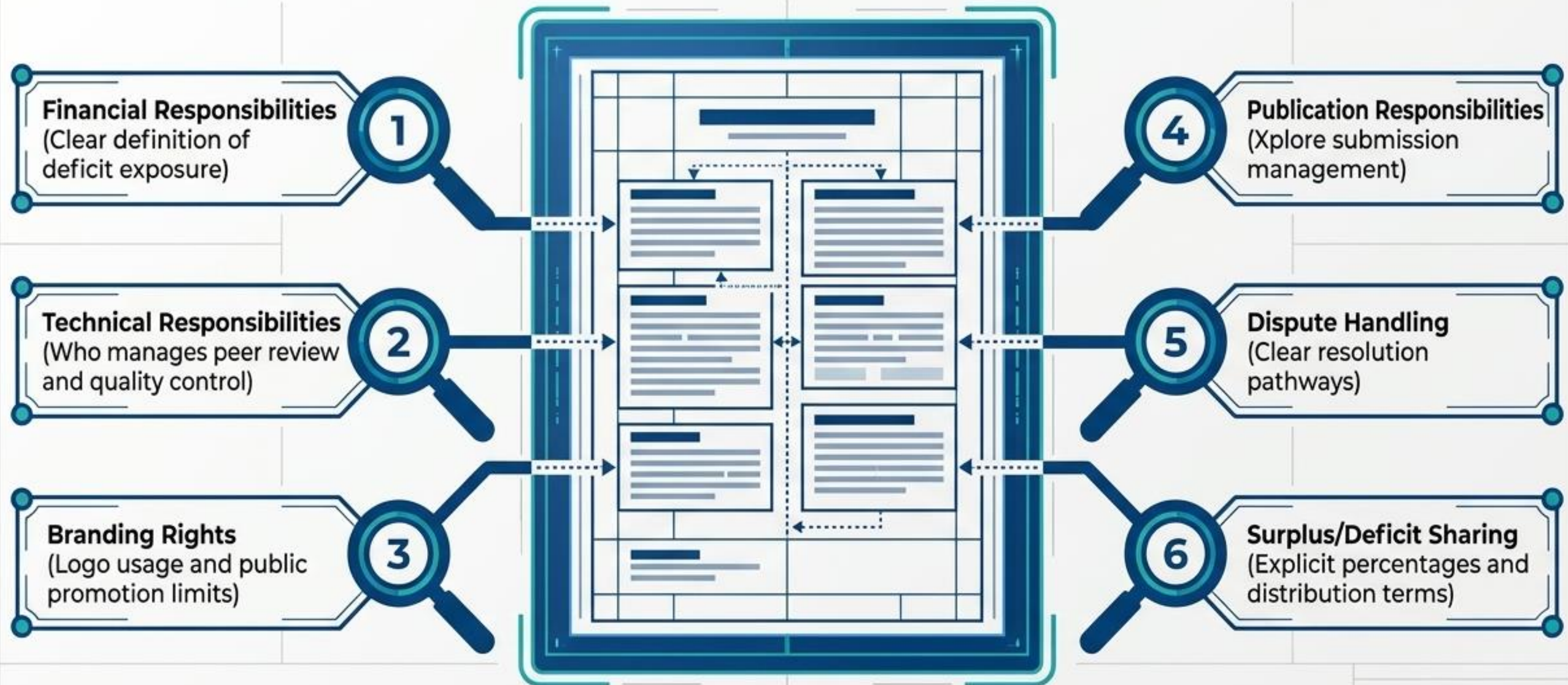
The Dual-Key Approval Gateway

A conference may **ONLY** proceed, and IEEE branding may **ONLY** be used, after both locks are turned.



The MOU Blueprint

An MOU is mandatory when two or more entities co-sponsor an event.
No Section endorsement letter is issued until the MOU status is satisfactory.

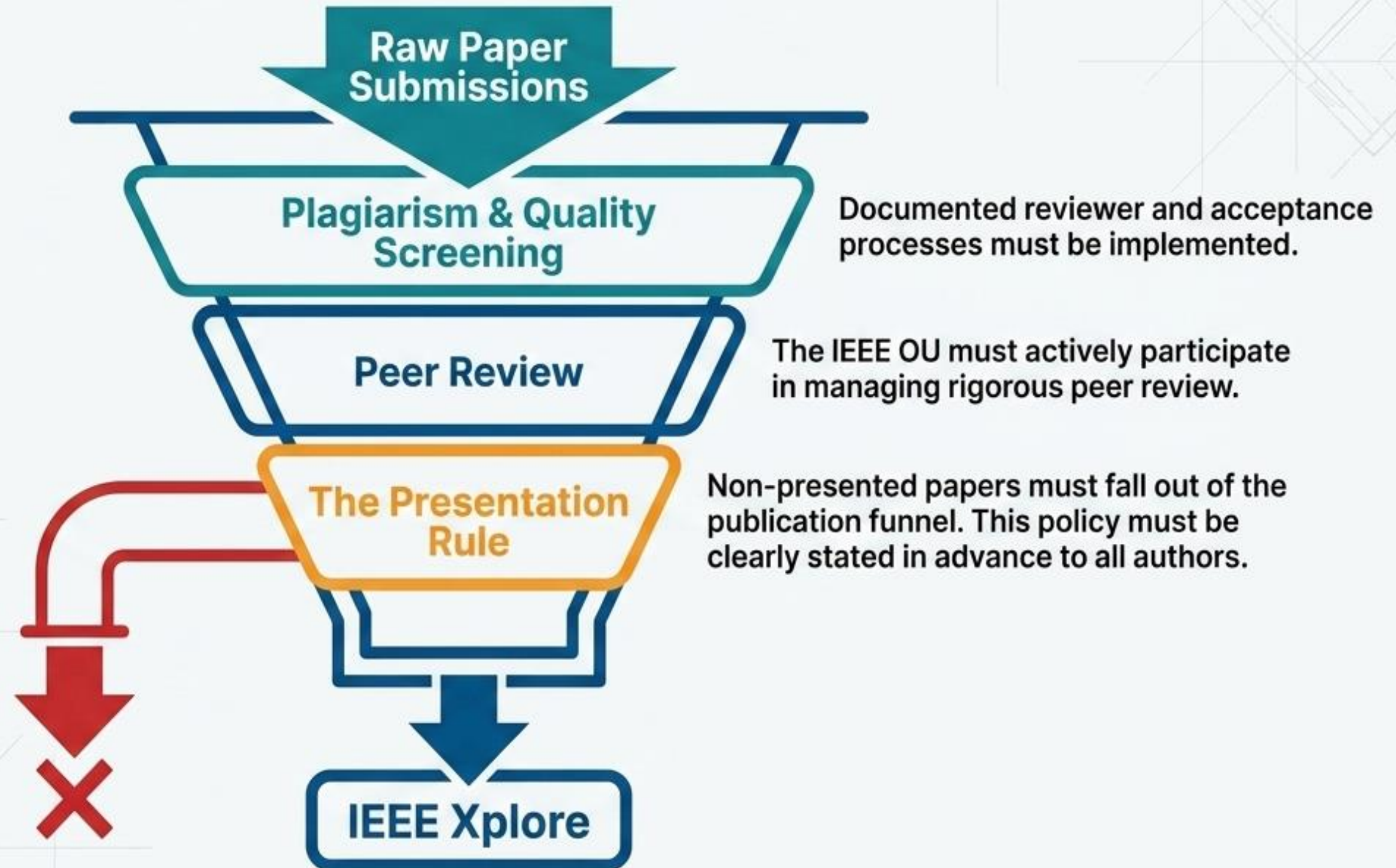


Phase 2: Execution & Quality

Technical Rigor, Publication
Standards, and Brand Protection

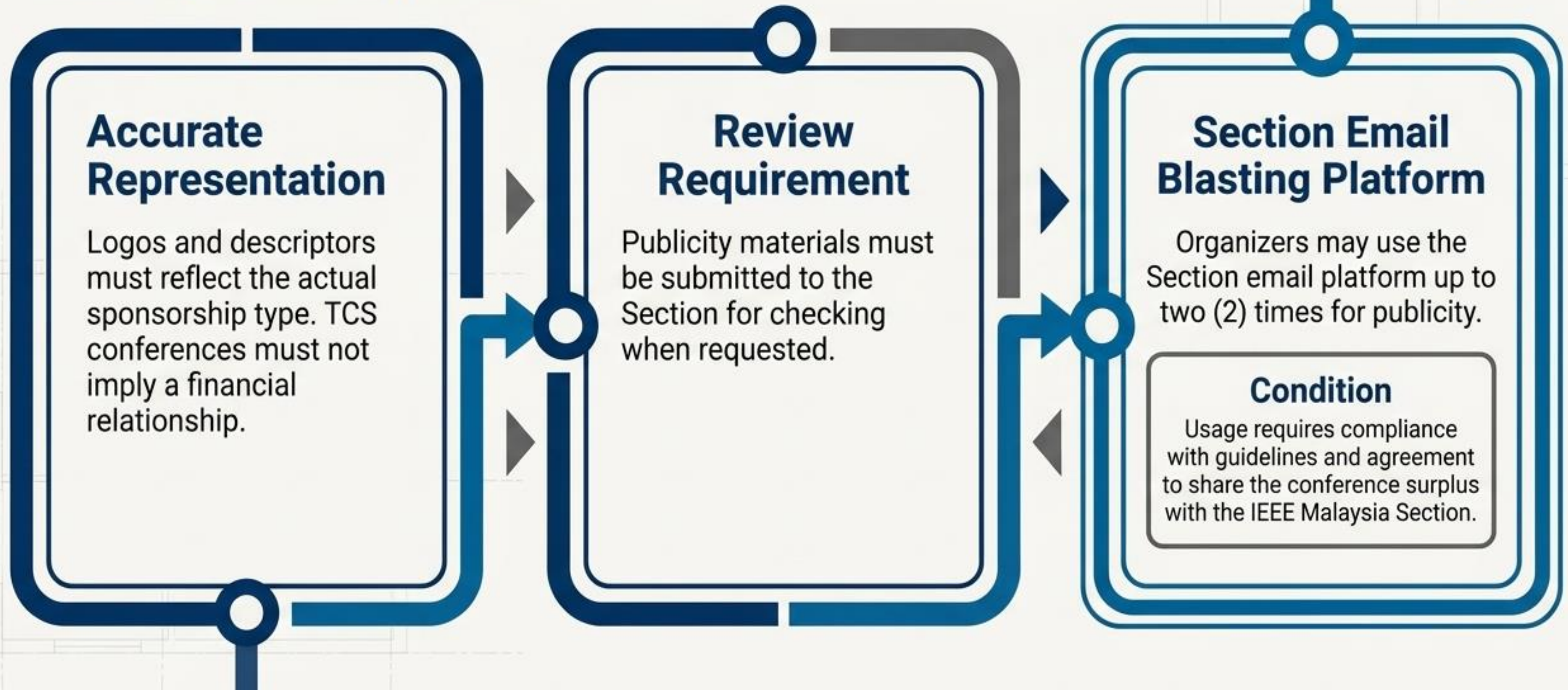
The Quality Control Funnel

The Technical Program Committee is directly responsible for maintaining IEEE's publication integrity. Inclusion in IEEE Xplore is never automatic or guaranteed.



Branding and Publicity Guardrails

No public promotion using IEEE branding may begin prior to obtaining formal approval.



Operational Risk & Conduct Monitoring

Organizers must maintain contingency plans and ensure a welcoming, professional environment.

Event Conduct & Ethics

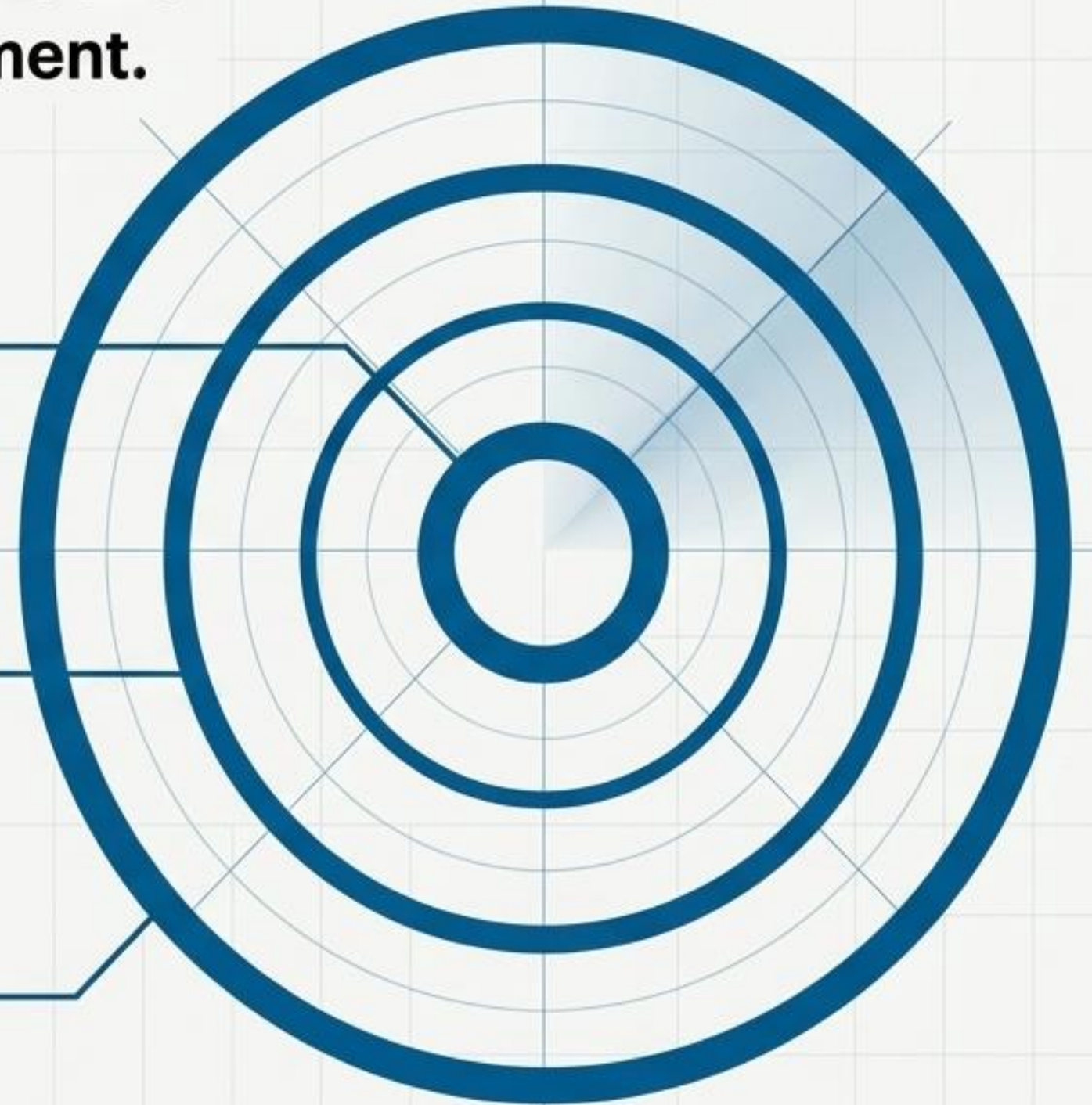
Adopt and visibly display the IEEE Event Conduct and Safety Statement. A clear reporting path for conduct issues must be provided.

Accessibility & Inclusion

Proactively plan for accessibility in venues, communications, signage, and virtual platforms.

Contingency Planning

Monitor risks regarding venue vendors, budget shortfalls, low submissions, and data privacy for hybrid/virtual platforms.



Phase 3: Post-Conference Closure

**Financial Flow, Surplus
Sharing, and Final
Reporting**

Financial Governance & Reporting

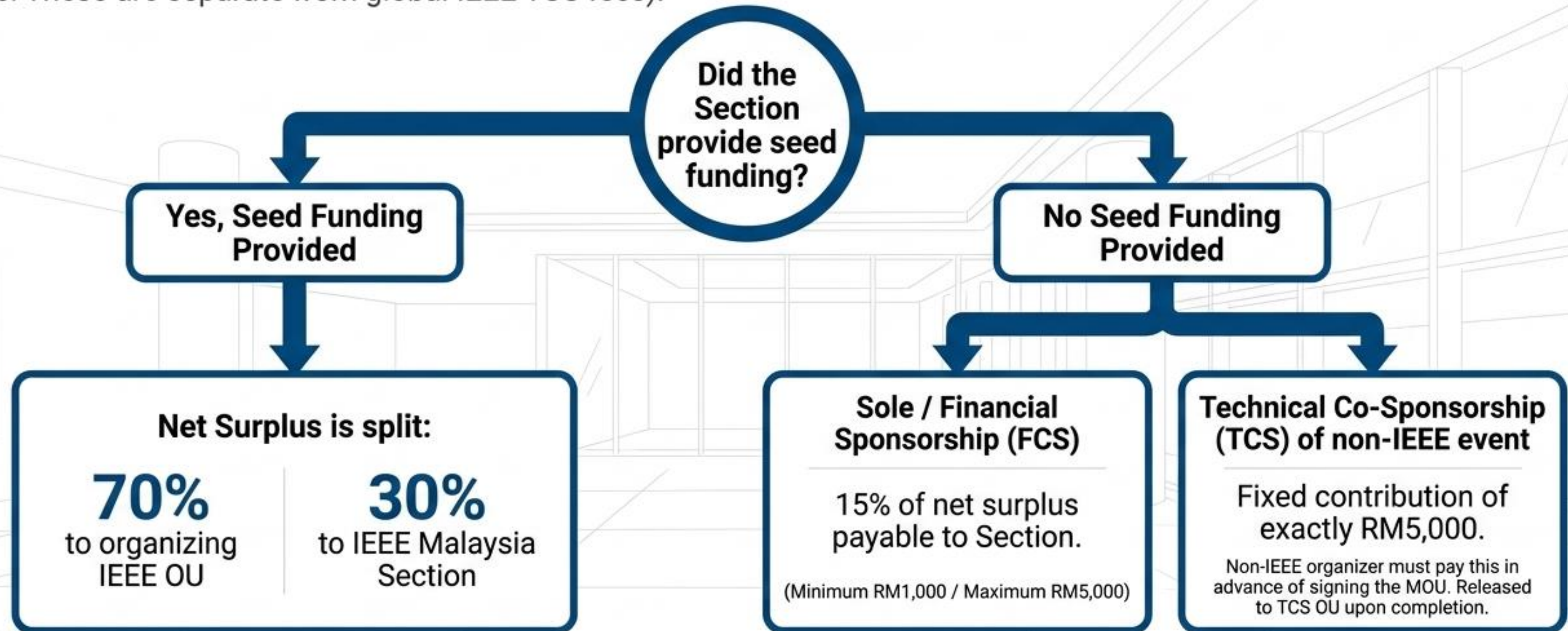
IEEE emphasizes strict, compliant banking arrangements and formal contracting procedures.



Surplus Sharing & Section Contribution

How to calculate your financial obligation to the IEEE Malaysia Section.

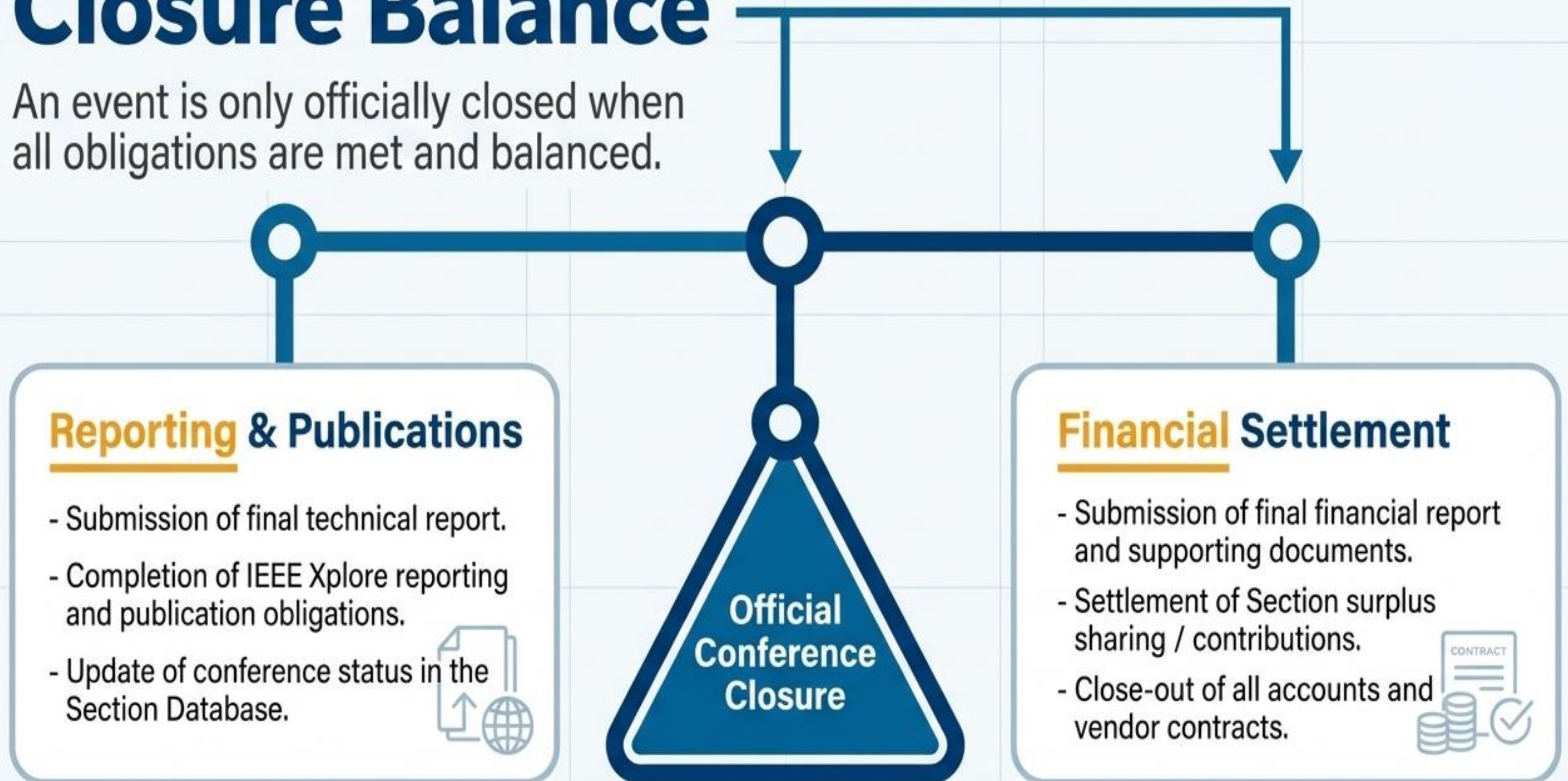
(Note: These are separate from global IEEE TCS fees).



Net surplus must be clearly defined in the budget. Payment is due typically 30-60 days post-closure.

The Post-Conference Closure Balance

An event is only officially closed when all obligations are met and balanced.



Governance & Non-Compliance Risks

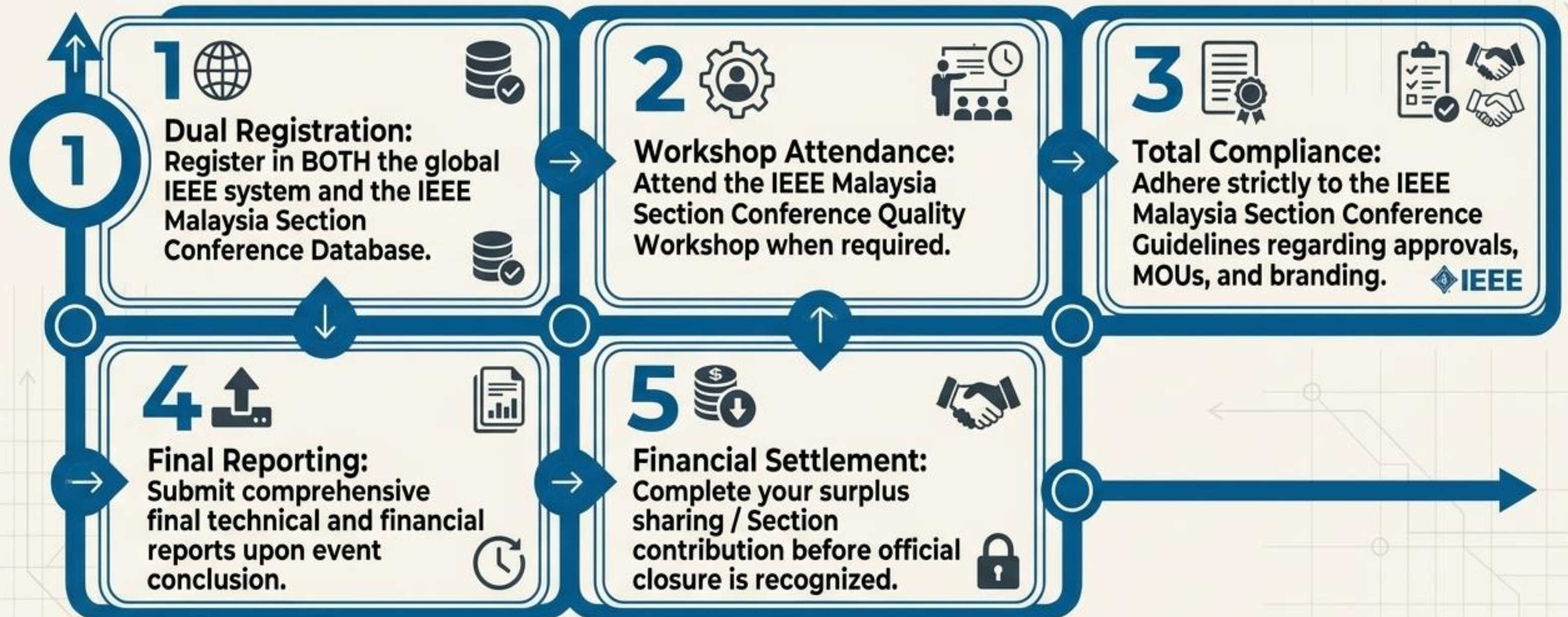
Failure to secure approvals, misuse branding, skip technical reviews, or withhold Section contributions triggers strict governance responses.

Consequences of Non-Compliance:

- Refusal of future IEEE Malaysia Section endorsement and support letters.
- Denial of promotional support (including Section email blasting).
- Jeopardy of IEEE Xplore submission eligibility due to lack of proper sponsor participation.
- Referral to the Section ExCom or global IEEE governance bodies.
- Imposition of additional conditions on future applications.

The IEEE Organizer's Dashboard

Your 5 Mandatory Golden Rules for a successful conference under the IEEE Malaysia Section:



Your Expedition Tools

Refer to the official IEEE websites for the latest policies, tools, and updates to ensure your conference's success.

Resource Terminal



- IEEE Conference Application and Approval System



- IEEE Event Conduct and Safety Statement



- IEEE Conference Organizer Resources



- IEEE Branding and Logo Guidelines



- IEEE Xplore and Publication Guidance



- IEEE Finance, Banking, and Contracting Guidance



Thank you

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 **IEEE**
Advancing Technology
for Humanity

The professional home for the engineering and technology community worldwide