

GET THE MOST OUT OF YOUR IEEE SUBSCRIPTION

The IEEE Client Services Team helps your organization promote your subscription to the IEEE *Xplore*[®] digital library with:

- Lively, customized learning opportunities
- In-depth training to help users master searching best practices
- Increased awareness and usage through free, on-site workshops or online webinars

Who uses IEEE *Xplore*?

Nearly every major university worldwide depends on IEEE for electrical engineering and computer science knowledge. Faculty and students from many disciplines rely on IEEE *Xplore* to support research projects, determine technical precedent, improve productivity, enable developments in innovation, and keep current with technological advances.

Promoting your subscription

Awareness table

Let an experienced IEEE Client Services Manager (CSM) help promote your institution's subscription by hosting an awareness table in high traffic areas, such as a cafeteria, science and technology building, or student union building. We demonstrate the value of IEEE *Xplore*, your library, and your subscription, while providing one-on-one outreach, training materials, and giveaways.

Vendor fair

Invite us to your next vendor or information fair. An IEEE CSM can do short, relevant demonstrations and hand out giveaways and training materials to help promote your IEEE subscription.



Learning opportunities for your organization



Techniques for effective research with IEEE Xplore (45 minutes)

Search like a professional with this overview of best practices for maximizing features of IEEE Xplore, covering advanced search techniques, setting up alerts, downloading equations, finding patent citations, and much more.



An inside look at IEEE standards (30 minutes)

Understand the standards development process and status categories. Find standards by keyword or root number, browse standards, and create a real-time alert for IEEE standards updates.



How to get published with the IEEE (90 minutes)

Increase the visibility of your research and build author credibility by publishing in a leading IEEE journal or conference. Learn how to identify the best journal or conference for your work and navigate the IEEE paper submission and peer review process. Review the required elements and proper structure of a manuscript to avoid reasons why papers may be rejected.



Patent searching best practices with IEEE Xplore (45 minutes)

This session will review how to effectively use IEEE Xplore for patent research. Topics include an overview of prior art searching and what makes an innovation patentable, plus how to find the correct keywords and construct complex search strategies on IEEE Xplore to begin your patent investigation.



Optimizing prior art search with InnovationQ Plus (45 minutes)

IEEE is cited three times more often in U.S. Patents than any other publisher.* Let your Client Services Manager show you or members of your Technology Transfer Office how to access IEEE content most effectively through InnovationQ Plus, a powerful discovery and analytics platform that combines the content of IEEE with IP.com's global patent and non-patent literature.

This demonstration showcases InnovationQ Plus, a proprietary prior art semantic search engine that delivers industry-leading search results. We'll highlight how to pinpoint relevant patents, applications, and non-patent literature, and how the Map-it tool can reveal a landscape of patenting opportunities.



IEEE Xplore update for librarians and administrators (30 minutes)

This workshop covers best practices for managing your IEEE Xplore subscription. Learn about administrative tools, title lists, and OpenURL registration, plus how to add your contact information to the IEEE Xplore home page, use our discovery tool guides, set up remote access, download COUNTER-compliant usage statistics, and find other resources which can help you promote and manage your online subscriptions.



Career, content, and networking: today's IEEE (30 minutes)

This session illustrates the role the IEEE and IEEE Xplore plays in an engineer's education and career. It is useful for IEEE student branches and broader student groups. We review specific resources available to the university community and to IEEE members along with IEEE tools for job searching.

* Source: 1790 Analytics LLC 2015. Based on number of references to papers/standards/conferences from 1997-2014

Contact the IEEE Client Services Team to take advantage of these free promotional and learning opportunities today.

Email: training@ieee.org

Web: www.ieee.org/go/clientservices

Phone: +1 800 701 IEEE (4333) (USA/Canada) +1 732 981 0060 (worldwide)

