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The IEEE Client Services Team supports all IEEE Xplore Digital Library customers with learning opportunities, working with subscribing organizations like yours to raise awareness, increase usage, and help users get the most value from their subscription. Training, both in-person and online, is included as part of your subscription, and we encourage you to take advantage of the services our team provides to help your users.

Who uses IEEE Xplore?

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IEEE Xplore users include:

- Engineering students and faculty
- Research and development teams
- Patent, intellectual property and legal departments
- Competitive intelligence professionals
- Product management and IT groups
- Licensing and business development
- Human Resources recruiters
- Investment research analysts

Promoting and optimizing your IEEE Xplore subscription

- 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
Learning opportunities for your organization

**Awareness Table/IEEE Pop-up Library**
We can help promote your IEEE Xplore subscription by visiting onsite and organizing an awareness table in high traffic areas, such as a cafeteria or lobby, either on its own or part of larger internal events, like Innovation Days or Engineering Weeks. We provide marketing materials, small giveaways, and a laptop to demonstrate the value of IEEE Xplore. Users can have their questions answered and view a short demo. This is one of our most popular activities, helping boost awareness with your end users without a lot of set-up.

**IEEE Xplore Update for Librarians and Administrators**
Librarians and administrators need regular updates on new features and functionality, so they can answer questions and demonstrate IEEE Xplore to their community. This customized session will keep you current on the latest updates to the IEEE Xplore platform, including an overview of new content and features, ensuring that your subscription works with your library systems, fine-tuning your discovery tool, customizing the home page for your institution, remote access, usage statistics and other tools. We also ensure that you have the right promotional content to share with your researchers.

**Techniques for Effective Searching in IEEE Xplore**
Search like a pro with this customized training session for new and experienced users of IEEE Xplore. You will learn how to find the most-cited or most-downloaded papers in your field, keep current with expertise from leading authors around the world, create a personal account to set alerts, and use time-saving features to save and share your discoveries. We offer this workshop both in-person or online and create each program to focus on research that is important to your organization.

**Executive Briefing/Competitive Intelligence Research with IEEE Xplore**
This briefing is targeted towards engineering and R&D management whose teams would benefit from greater awareness and knowledge of the IEEE Xplore resource. The customized session includes a short introduction on the business benefits of using the IEEE Xplore Digital Library, recommendations on project team approaches to collaboration and research processes, and insider tips on creating successful and precise search strategies.

**How to Get Published with IEEE**
In this customized author workshop, you will learn how to get published with the IEEE to increase the visibility and credibility of your research. We will share tips on how to organize and structure a high-quality paper, select an appropriate IEEE periodical or conference, submit your paper, and use IEEE Xplore effectively to start your literature review. This workshop will help you navigate IEEE’s peer review and submission processes and discuss some of the top reasons papers get rejected.

**IEEE Standards: Powering Innovation, Academia, and the World Around Us**
This session will demystify the IEEE Standard process and highlight the importance of IEEE Standards in innovation, patenting, and academia. Learn how to quickly find standards in IEEE Xplore and create real-time alerts for IEEE Standards updates.

**Patent Searching Best Practices with IEEE Xplore**
Many IEEE Xplore customers will be working with patents at some point in their career, so this session will review how to effectively use IEEE Xplore for patent research. Topics include identifying prior art, summary of patentability, patent claims and their relevance to a search, constructing a search strategy, author searching, and other useful IEEE Xplore tools that link users to patents.

**Custom Training Videos**
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