

EPEC 2015 finds tutorials a lesson in marketing

Think of the last time you chose a restaurant on a special occasion. For the discerning diner, the main course offerings are important, for sure. But the deciding factor might just be some of the secondary menu items. What's the salad bar like? How creative are the desserts?

Head “chef” Maike Luiken and her team at the fall 2015 Electrical Power and Energy Conference in London decided to add open and free tutorials to the menu. The result?

“We attracted a greater number of proposals,” says Luiken. “A potentially larger audience created more interest from presenters.” She explains that by being very careful in which proposals are accepted, the quality of presentations can be very high. “It was a very successful model,” she says.

She also credits the success of the conference in part to the outstanding efforts of a team of close to 30 volunteers. When the unexpected happened on site – as is the case in every conference – out-of-town organizing committee members suddenly became “local” organizing committee members, she says. While everyone one of them went “above and beyond,” special mention is due



Participants of the Renewable Energy Tour of EPEC 2015 at the Enbridge Sarnia Solar Farm. *From L to R: Branislav Djokic (National Research Council); Xun Long (FortisAlberta); Sean Dunne (2015 Chair IEEE Peterborough Section); Jon Paschal (Cumberland & Western Resources); Doug Fyfe (Univ. of Waterloo); Allan VanDamme (London Hydro); Victor Pupkevich (Univ. of Western Ontario); JP Frydrychowicz (EngCap Management); Greg Sheil (London Hydro); Jameson Wood (Carleton Univ.); Carmen Cardozo (CentraleSupélec, France); Samy Akkari (CentraleSupélec, France); Yue Li (Univ. of Western Ontario)*

Dennis Michaelson, whose webmaster's familiarity with the schedule/program was invaluable prior to the event, and in helping things run smoothly during the conference itself. Student volunteers also made a huge contribution, Luiken says. While appreciation is extended to all, the following four took on multiple roles:

Manar Jammal (student event); Hessam Jouybari (photography); Elena Uchiteleva (chaired WIE panel); Elizabeth Tomaszewski (chaired computational methods session); Yue Li (renewable energy tour). The latter two wrote accounts of their experience, links to which will be posted on the web page for this article. ■