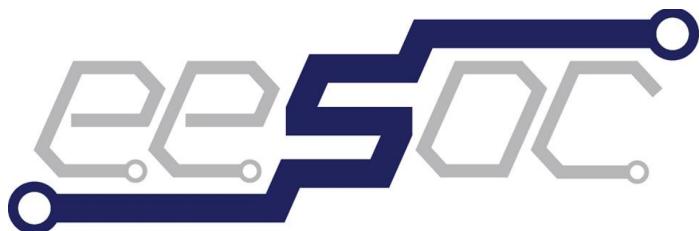


Autumn Term Report

Imperial College Electrical Engineering Society

January 2014



Welcome *Thomas Lim, President*

When I ran to be President of EESoc, I believed the Society had amazing potential and it would be able to create new ventures and interact with members as had never been done before. The team have achieved a lot, and all talk about their work later on in this report. We have been able to revolutionise the way we engage with our members; the rebranding and update to newsletters and social media changed the way we engage with our members. In short, we have been able to extend our engagement across all of our activities, and we hope to leave a lasting impact for future years. Social Events have reached out to a wide audience, and our work during Fresher's week helped new members settle in and feel part of the Department. Our Industry Events have been more frequent than ever before, including the largest carEErs fair to date. Regular sports events now draw in members from across course and year groups. This has all been underpinned by the team looking after our finances, building the website and keeping our operations in order.

“We have been able to extend our engagement across all of our activities”

Balancing a degree as demanding as Electrical Engineering at Imperial as well as a busy society has not been easy for anyone. I hope you will agree with me that the results this motivated team have been able to deliver this term have been extraordinary. I would like to thank all of the team for their commitment this term, and preparing for it over the Summer. We are tremendously grateful to our Sponsors, without whom we would not have the financial backing to undertake all of our activities. We have received support of the Department (in particular Professor Peter Cheung, Professor Tim Green and Clare Drysdale), which has given access to departmental resource. Many of the Imperial College Union team have helped us, and Yuchen Wang, the CGCU (Engineering Faculty Union) Treasurer has ensured that our operations have run smoothly. Of course, this would all be in vain if members did not participate, so we must thank them for their support and time over the last term! If you have any suggestions or feedback, please do get in touch.
thomas.lim11@imperial.ac.uk

Rebranding EESoc *Dario Magliocchetti-Lombi, Vice President*

“We have successfully brought EESoc into the Digital World”

It has been important to be seen as a strong departmental society, both to our members and as a brand across the University campus. By rebranding the society, from a new logo to improved newsletters, we felt that changing the face of the society was an important first step in demonstrating our strength for the upcoming year.

New Logo

As the brand of our society, our logo is placed on everything from merchandise and marketing materials, to contracts. Our image and brand is extremely important to us, and we wanted a new logo to signify the new approach we wanted to take this year.



Pre-2013 EESoc Logo



Left: New EEsoc Logo in full
Right: Square logo used for social media

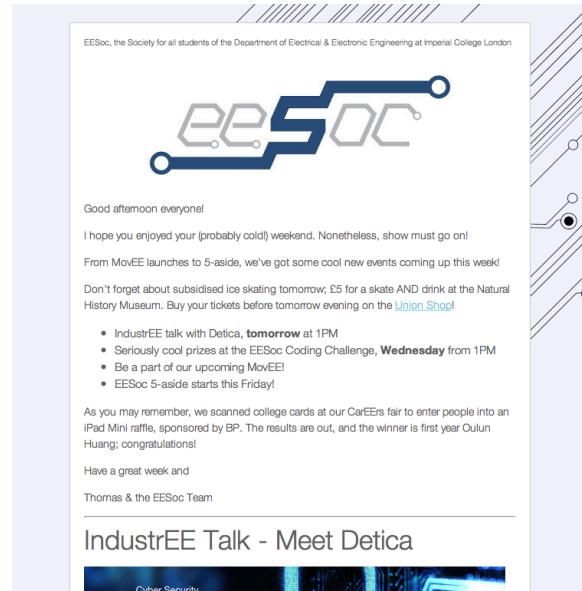


Website & EEmails

With a new logo, we weaved together a new, unanimous design to be used for both our emails and website.

Our emails are our primary communication method to our student base, and as such we see it as vital for them to be correct. To increase the read rate, we structure all emails to be easy to follow and always provide a short, clear introduction to give a summary of the whole email in a few lines.

With 19 Emails sent in the first term, and locker sales and seat booking for our Christmas dinner handled through our website, we have successfully brought EESoc into the digital world.



A newsletter sent by EESoc

Social Events *Christos Karpis & Aditya Sahuja, Events Officers*

Our goals for this year were to increase the number of events, expand the range of activities and also engage with a higher proportion of younger members, whilst keeping the older ones satisfied.

We started off the term by running the ‘Mums & Dads’ scheme within the Department. The scheme matches older students, ‘parents’ with Freshers (incoming students) based on their hobbies and interests, to provide support to incoming students. By holding a lunch for all the families and then offering them the first drink at the Union Bar on us, the integration between older students and Freshers was readily apparent! We were warmed by the relationships that have formed from the first week; some parents still regularly meet up with their children. The term continued with a subsidised Ice Skating session, pub-crawl and a trip to Winter Wonderland.

“The integration between older students and Freshers was readily apparent!”

Christmas Dinner



The Autumn term ended with our flagship event, the Christmas Dinner. For the first time, it was held at a unique London venue, BMA House. With over 200 guests, it was the largest Christmas Dinner to date, and of its kind from any Society at Imperial College. We hope that future years will continue this tradition

Plans for Spring Term

We are planning activities including a bowling evening, a quiz night and a charity event. We also want to run the “talent show” of the year, the EERevue, where our members get the chance to showcase their talents in performing arts in front of their fellow students and members of staff.

Industry Events *Giri Kesavan & Charlotte Levin, Industrial Liaison Officers*

With the introduction of two Industrial Liaison Officers for the academic year, our industry links and activities have significantly expanded both in scale and scope compared to previous years. Our core focus has been to continue broadening our series of industry talks and we were delighted to coordinate over eight talks over the course of the term. These talks covered a diverse range of disciplines from control engineering, power, solid-state electronics and communication technology.

With industry events now benefitting from our significant new online presence, attendance at talks on Tuesday/Thursday lunchtimes was good. We truly believe that students who attended gained a significant insight into practical engineering challenges

“Industry links have significantly expanded both in scale and scope”



CarEErs Fair



Our flagship industry event is traditionally the Careers Fair, which also expanded in scope this year. With a new layout moving to two rooms across Level 4 of the Electrical Engineering building, we were able to utilise the space by inviting more companies (26) than ever before. Furthermore, each stall was significant larger in size than last year and the spacious layout gave students an opportunity to truly interact with firms (one company even showcased its broadcasting equipment with a live transmission!). The timing of this event - held in early November- coincided well with application deadlines, and the feedback from partner companies and students alike was fantastic for the careers fair.

Big plans for next term

We are continuing to bring industry links and events at the forefront of EESoc, encouraging students from across the college to get involved in innovative, exciting and genuinely useful events that transcend Electrical Engineering. As part of our diverse repertoire, we have organised a programming competition, have planned our first ever international trip to CeBIT (Germany) in March 2014 and have further innovative events such as a combined hardware-software hackathon in the pipeline for the Spring Term.

Sports Events *Chris Browne, Sports Officer*

This year, we wanted to make sports within EESoc a clear priority. Apart from the obvious health benefits of exercise, sport is another vehicle for the community to interact in a positive way. We had a slow start to the year as Imperial's Sports facilities were very over subscribed and difficult to book (our members aren't quite ready for a 7am training session!). Once we found a local venue with convenient timings, we started running weekly football.

It has been a great success, with more than two teams-worth attending every session. At the moment, we are running them as a casual kick-about aimed at including anyone and everyone. Students have asked that a more competitive team vs. team sessions can be set up, where groups can submit a team and be matched up against others. We feel that this is a great idea, and should supplement the current friendly matches.

“Sport is a vehicle for the community to interact”

Sport Trip 2014

The term finished with the announcement of the EESoc Ski Trip. Through talking to students we have found that existing trips organised by other societies are more focused on the social side and less on the actual skiing. As a passionate skier, I would tend to agree. We worked hard to find the best deal for students of any ability, with the final price at £375-£500 depending on the package they choose. Now that we have put in the groundwork, we hope that the ski trip can remain a yearly feature in EESoc's event roster.

Finances *Pascal Loose, Treasurer*

Our financial situation is currently healthy. We ensured we had ample funding for all of our activities by pitching for sponsorship from several firms. The total amount of sponsorship income for this year is just over £27,000. Our turnover to date (during this academic year) is £42,500, with £32,000 having been spent. We have composed a budget plan, and expect the majority of our funds to be spent by the end of the academic year.

Closing Remarks

Over the course of the Autumn term, we feel that EESoc has accomplished great goals. The range of social and careers based events under the new brand of EESoc have truly benefited our community.

Ranging from our trip to CeBIT in March to the annual EERevue, we believe we can continue to engage with our members next term. We aim to once again innovate on the diversity and quality of events we run for our members.