

# **Collaboration Proposal**

*IEEE Tunisian Students & Young Professionals Congress*



**DIAR EL MEDINA HOTEL  
HAMMAMET, TUNISIA  
18-20 DECEMBER 2023**

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# 01. Welcome to Silicon Valley

Y02



## Welcome to our Silicon Valley

Dear Mrs and Mr,

On behalf of all the members of the IEEE ESSTHS student branch, we are delighted to welcome the **11th** edition of the unforgettable "IEEE Tunisian Students and Young Professionals Congress TSYP" this year in **Hammamet** on **December 18 ,19 ,20.**

We therefore offer you an exceptional collaboration through a rich program and a variety of very interesting topics in order to bring you a unique **return on investment** and to engrave the name of your company in the minds of your potential customers and employees of tomorrow.

The motivation, the talent, the perseverance, the infallible spirit of organization and management of our members are undeniable assets to guarantee you an event that meets your expectations. Our goal is to satisfy all our partners, to offer them a privileged opportunity to exchange ideas and experiences to target the profiles corresponding to your search criteria.

In this context, the organizing committee warmly welcomes you and invites you to share our festivities planned especially for this event.

We hope to have the pleasure of counting you among our partners for this edition of TSYP.

Sincerely,

Organizing committee & Chairman :

A handwritten signature in black ink, appearing to read 'Khaled Jeddou'.

# 02. Who are we ?

YOS

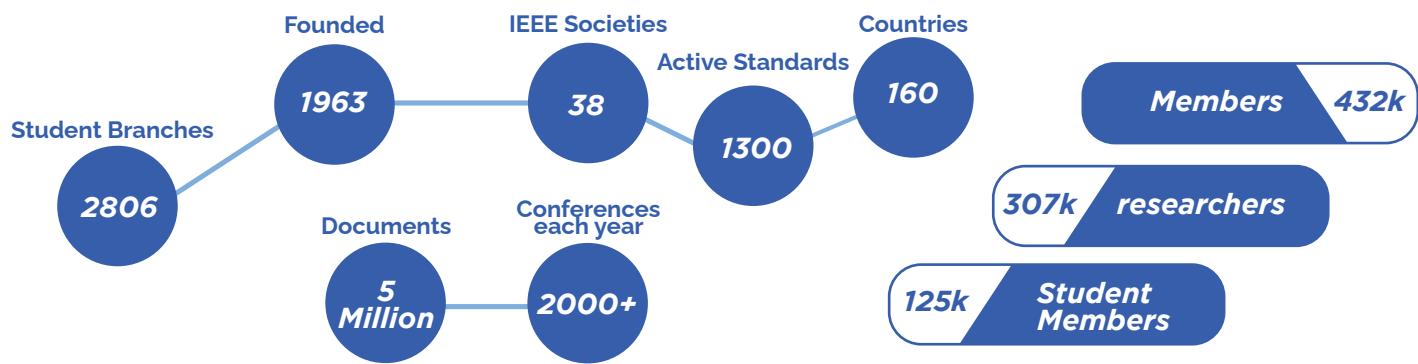


*Advancing Technology  
for Humanity*

Founded on the 1st of January 1963, IEEE, acronym for "**Institute of Electrical and Electronics Engineers**", is the **largest technical professional organization in the world**, dedicated to the advancement of technology for the benefit of humanity.

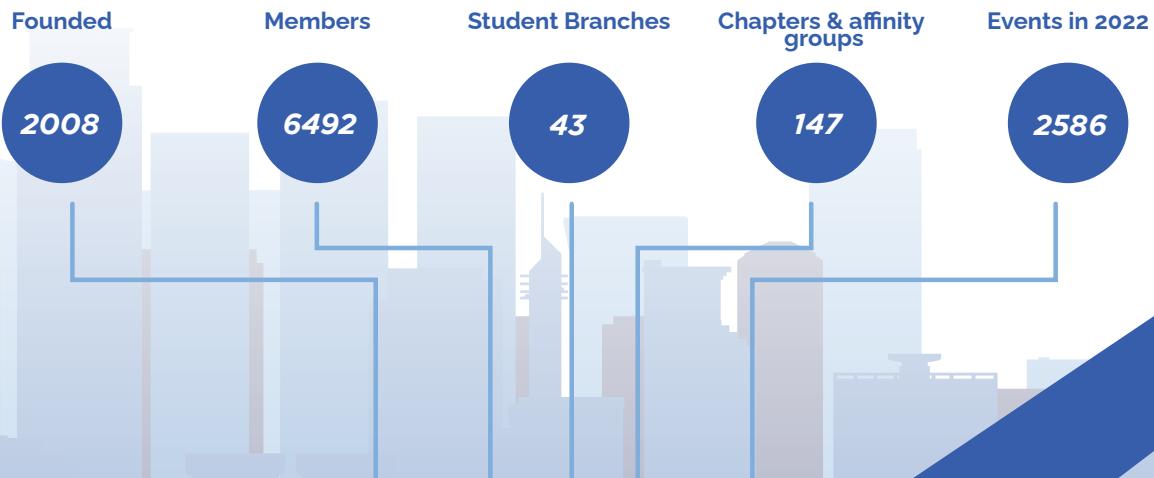
Since its inception, it has advanced the theory and practice of technology and science, served as a catalyst for technological innovation and supported the needs of its members through a wide variety of programs and services.

Thanks to its **432,000 members**, IEEE is a leading authority in various technical fields. Convinced of the importance of collaboration and knowledge sharing, IEEE is present in the 4 corners of the world. To manage the large number of members. IEEE is divided into **10 regions**. This congress concerns **Region 8** which includes Africa, Europe and the Middle East.



## Tunisia Section

The IEEE Tunisia section aims to disseminate the activities of IEEE in all regions of the country by organizing **educational and technical activities**, providing networking opportunities, and developing technology and its applications to meet humanitarian challenges. Our section also supports chapters, special interest groups, activities and awards prizes for students across Tunisia.



# 02. Who are we?

Y04

The IEEE Tunisia section is an important and **very active** community, because our activities cover many interests and age groups. When comparing the ecosystem of club and university activities, the IEEE community is the **largest in Tunisia**. Here are some useful statistics to help you better understand our community :

**AGE GROUP:** 19-65 years

**GEOGRAPHICAL LOCATION:** Coming from all the Tunisian governorates, with larger concentrations around Tunis, Sfax and Sousse.

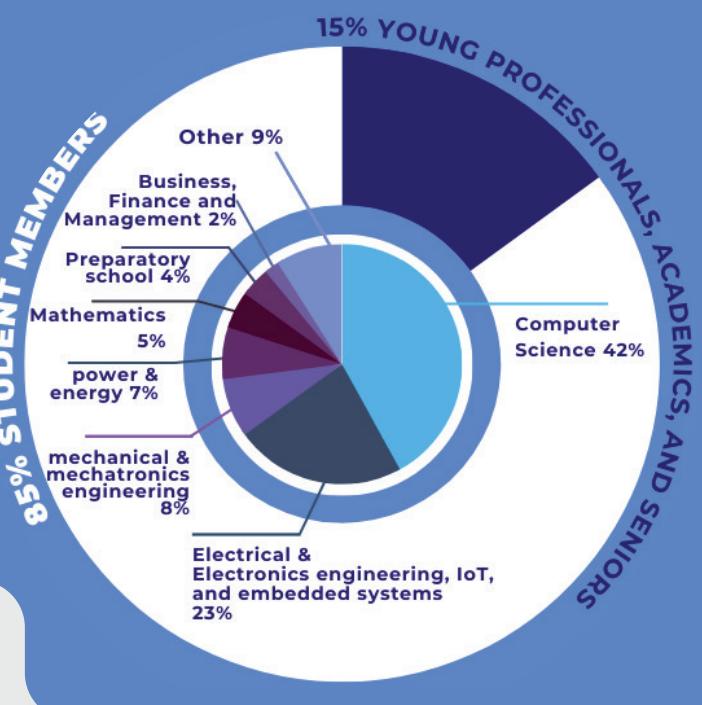
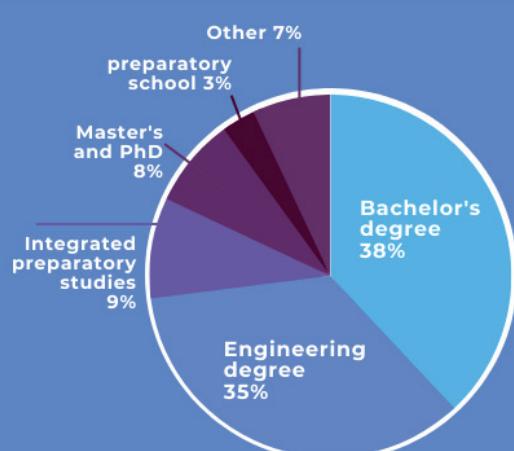
## 43 Universities with student branches:

ESPRIT  
National Engineering School of Gabes (ENIG)  
Nat'l Inst of Applied Sci & Tech (INSAT)  
National School of Computer Science (ENSI)  
National Engineering School of Sfax (ENIS)  
H. I. Computer Science Multimedia Sfax (ISIMS)  
H S Sciences & Technologies H Sousse (ESSTHS)  
Polytech Sfax  
National Engineering School of Carthage  
Int. Multidisciplinary School EPI Sousse  
Nat Sch Sciences & Advanced Tech (ENSTAB)  
ISET Kairouan

Higher School of Communication of Tunis (Sup'Com)  
South Mediterranean Univ (SMU)  
Faculty of Science of Tunis - FST  
ISGI Sfax  
Higher Institute of Informatics Mahdia (ISIMA)  
H I Informatics & Mathematics of Monastir (ISIMM)  
Higher I A Sciences & Technologies (ISSAT Sousse)  
Higher Institute of Computer Science (ISI)  
National School of Electronics and Telecoms of Sfax  
Private University of Tunis (ULT)  
National Engineering School of Tunis (ENIT)  
National Engineering School of Sousse (ENISO)

International Institute of Technology (IIT)  
SESAME University  
Higher National Engineering School of Tunis  
ISET Rades  
Faculty of Sciences of Sfax (FSS)  
Nat. Eng School of Monastir (ENIM)  
ISET Bizerte  
H.I. Info & Com Technologies (ISTIC)  
National Agronomic Inst of Tunisia  
Nat Eng School of Bizerte (ENIB)  
Higher Inst App Sciences & Tech (ISSATM)  
Faculty of Sciences of Bizerte (FSB)

### Members overview:



### Fields of interest:

Computer science: 70%  
Robotics: 50%  
Business and Entrepreneurship: 41%  
Multimedia and art: 34%  
Embedded systems: 25%  
Space Technology: 24%

### Ambitions after graduation

Startup 35%  
Large company 60%  
Self-employed 23%  
Own business 45%

**76%** CONSIDERING PURSUING STUDIES ABROAD

**32%** CONSIDERING PRIVATE EDUCATION

**68%** INTERESTED IN E-LEARNING RESOURCES AND SERVICES.

**35%** INTERESTED IN BANKING AND FINANCING SERVICES

**72%** HAVE EXPERIENCE WITH PROJECTS AND INTERNSHIPS

**41%** SATISFIED WITH THE QUALITY OF THE EDUCATION THEY RECEIVED.

# 02. Who are we ?

YOS



With more than **250 members**, **6 chapters** and **2 affinity groups**, the IEEE ESSTHS student branch is one of the newest and most active. It was founded in **October 2020** by 7 students from the Higher School of Sciences and Techniques of Hammam Sousse. In 2022, we were ranked as the best branch in Tunisia and the 6th largest in Tunisia section. We organize training sessions, workshops and competitions for students and professionals, both national and international, with the aim of improving the overall experience of students at our school and throughout Tunisia. We are determined to maintain our commitment to providing opportunities for students, to help them develop their skills and reach their full potential.



Awards & Achievements



Members



1



Chapters & affinity groups



Events in 2022 & 2021



**BRINGING SILICON,  
VALLEY, TO YOU...**



**UNMATCHED •  
NETWORKING  
OPPORTUNITIES**

**INDUSTRY-LEADING •  
INTERNATIONAL  
TECH COMPANIES  
& STARTUPS**

- **MORE THAN  
1200  
PARTICIPANTS**

- **500+  
VIRTUAL  
PARTICIPANTS**

- **10 PREVIOUS  
EDITIONS**

- **60+  
INTERNATIONAL  
SPEAKERS**

- **DIAR EL MEDINA  
HOTEL, HAMMAMET**

- **18-20 DECEMBER 2023**

## WHY TSYP ?

*Improve your sense of leadership*

*Build a network with national and international industry professionals*

*Exchange ideas and visions*

*Share skills, methods, techniques and experiences*

*Improve general skills*

*Create additional value through the implementation of innovative ideas*

# 04. The Previous Editions



# 05. Preliminary program

Y08

**Day  
1**

- 10AM - 2PM** Check-in & Booth setup
- 3PM - 5PM** Opening ceremony
- 5PM - 7PM** Stands, TSYP Booths & Networking
- 7PM - 9PM** Dinner
- 9PM - 11PM** Team-Building & Surprise Challenge

**Day  
2**

- 7AM - 9AM** Breakfast
- 9AM - 10:30AM** IEEE challenges, Partner challenges, workshops & panels
- 10:30AM - 10:45AM** Coffee break
- 10:45AM - 12PM** IEEE challenges, Partner challenges, workshops & panels
- 12:30PM - 2PM** Lunch
- 2PM - 4PM** IEEE challenges, Partner challenges, workshops & panels
- 4PM - 4:30PM** Coffee break
- 4:30PM - 7PM** IEEE challenges, Partner challenges, workshops & panels
- 7PM - 9PM** Dinner
- 9PM - 9:30PM** Awards ceremony
- 9:30PM - 10PM** Talent show
- 10PM - 11PM** Finalists announcement, social activities

**Day  
3**

- 7AM - 9AM** Breakfast
- 9AM - 10AM** Tunisia Section Awards
- 10AM - 11:30AM** Finalists Presentation (Q&A, Voting)
- 11:30AM - 12PM** winners announcement and Closing ceremony
- 12PM - 1PM** Checkout

# 06. Our Budget

Y09

Type	Description	Price	Amount	Total
Accommodation	Participants: Students	200	980	196 000
Accommodation	Participants: Young Professionals and Tunisia Section	250	220	55 000
Printing	Welcome Packs	10	1200	12 000
Printing	Flyers, Banners, roll-ups	5000	1	5000
Logistics	Decoration (screens , lighting, stands, themed activities)	19 043	1	19 043
Logistics	Space rental (conference rooms, exhibition center ...)	20 000	1	20 000
Logistics	Audio-visual equipment rental	5000	1	5000
Logistics	Booths rental	12 000	1	12 000
Entertainment	Evening and musical break	5000	1	5000
Entertainment	Surprise challenge	2500	1	2500

**Total expenses**

**331 543 TND**

Revenue	Participants: Students	200	980	196 000
Revenue	Participants: Young Professionals and Tunisia Section	250	220	55 000

**Needed budget**

**80 543 TND**

# 07. Media plan



## MOBILE APPLICATION

Communicate all the news of the event and engage participants with the organization of all activities.

- Push notifications for different information, **ads** from partners.
- Display ads/ custom messages **per request**.
- increased visibility as the app **remains installed** after the event.

## SOCIAL NETWORKS

Facebook Instagram, LinkedIn and Twitter posts will be posted regularly, containing all the details of the event, with a reach of **+70,000 followers** across our community

## WEBSITE

-Presentation of all the news and details of the event.

Visibility for partners starting on the **1st of May 2023**.

Engagement reaching **+1500** Weekly clicks in the last month leading to TSYP.

## BOOTHS

Setting up booths in **other** engineering schools and universities prior to the event.

## PROGRAM TV/RADIO

Broadcast on television and radio for extensive media coverage.

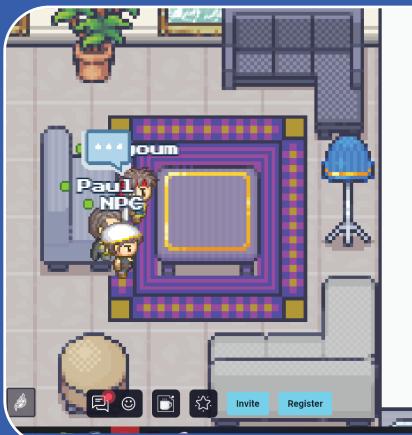
## AMBASSADORS

1 ambassador per Student branch, promotes TSYP and holds Q&A sessions, competes for best ambassador prize

## TSYP HYBRID INTERACTIVE GAME

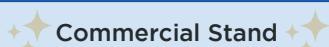
**Interactive Live streaming** of **all** the sessions and ceremonies of the congress in our developed **interactive environment**.

-custom Map of our Venue, the booth space with each booth represented by their Logo & links to their socials. participants can attend any sessions they would like live, or chat with other participants.



## Our Offers:

Right to use the TSYP logo, the photos, and the videos
Presence on the welcome pack
Congress attendance for the sponsor's delegates
Logo on the Congress website
Logo on a page dedicated to sponsors in the Congress mobile application
Description of the company on the website and mobile application (maximum 300 words)
Logo on the sponsors wall
Logo and mention of the sponsor on the badges (organizers, guests, participants)
Logo in the photo album.
Logo in our weekly newsletter
Logo On the banners and roll-ups of the congress
Logo on the conference bag
Announcement of the partnership on all congress social networks
Verbal recognition during opening and closing ceremonies
Recognition thank you post on our social networks (after the congress)
Scrolling animation of logos during breaks
Presence of a Roll-up during chosen activities
Logo on the congress cinematic video campaign
Logo and mention of the sponsor in the note-book
Call to action / exposure of your service on our social networks
Access to the CV / email of participants who agree to share their information
Logo on the home page of the congress website
Accommodation of delegates during the congress
A word during the opening ceremony
Submit a video to be broadcast at each break and uploaded on the website and application
Possibility of providing a training workshop
Possibility of holding a conference / plenary session
Mention of sponsor on the Radio and TV passages
Logo on the merchandise of the organizing team (composed of 60 volunteers)
Projection of your logo on the secondary giant screens throughout the congress



Explorer 1500 DT	Ascendant 3000 DT	Vanguard 5000 DT	Apex 7000 DT
Flyer	+Gadget	Unlimited	Unlimited
Small	Small	Medium	Large
Small	Small	Medium	Large
50 Words	100 Words	200 Words	300 Words
Small	Small	Medium	Large
Small	Small	Medium	Large
Small	Small	Medium	Large
Small	Small	Medium	Large
Small	Small	Medium	Large
Small	Small	Medium	Large
		Medium	Large
		Medium	Large
	1 activity	2 activities	3 activities
	Small	Medium	Large
	Small	Medium	Dedicated page
		1 delegate	2 delegate
		1 minute	3 minutes
		15 seconds	30 seconds

This is an ideal opportunity for employers and recruiters to **meet** students as well as recent graduates, and to establish contacts. The idea is to allow job seekers to meet several organizations **during a single event**, saving them a lot of valuable time. The committee is responsible for preparing the booth.

## Our Offers:

Exhibition stand during the Job fair and check-in

Electricity + Wifi Connection

Lunch for 2 people

Media Presence:  
1 personalized post (Logo, CTA..)

Logo on the website and social media

Location of the stand:

reception of CVs one day in advance

TV screen + custom lighting and decoration of your choice

Stand during technical activities

Assigned ambassador to attract participants to your stand

**1500 DT**

*Stand Gold*

**3x2m**



**According to availability**



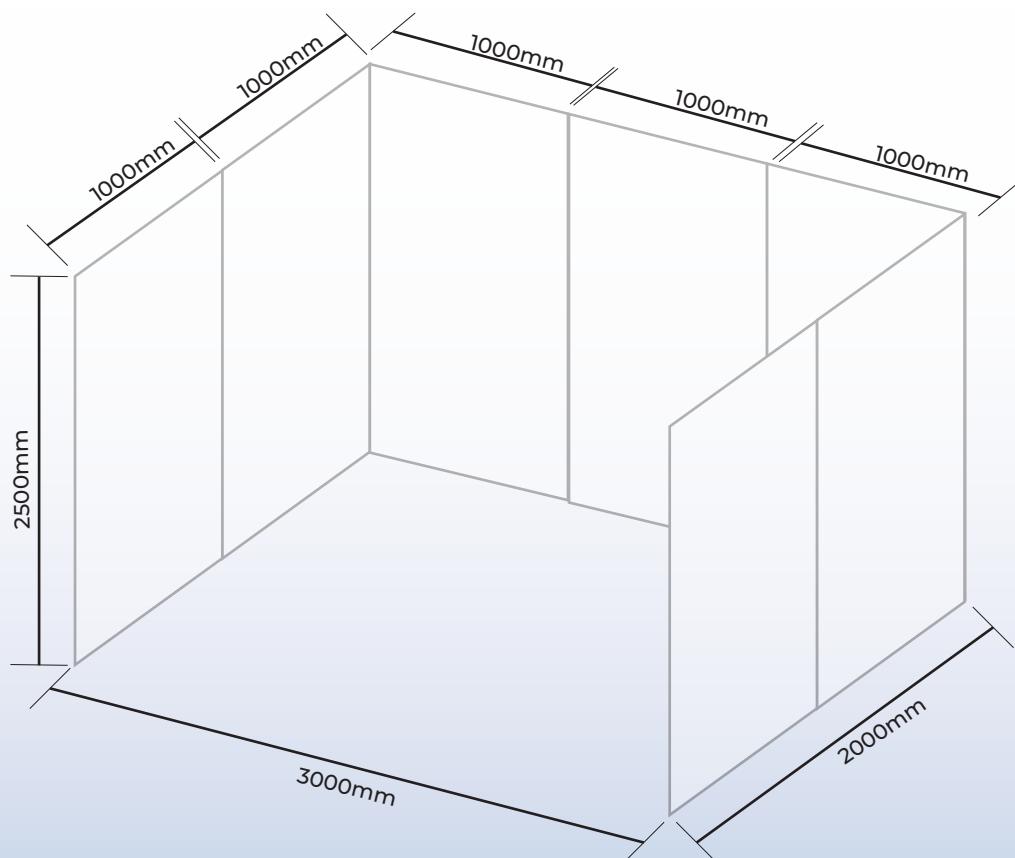
**3000 DT**

*Stand Diamant*

**3x3m**



**Strategic placement of your choice**



# 10. Former guests

Y13



**Ilhem Kallel**  
Former IEEE Tunisia  
Section chair  
Tunisia



**Antonio Luque**  
Former IEEE R8  
Director  
Spain



**Paul Werbos**  
Social Scientist &  
Machine learning pionner  
USA



**Anis Ben Arfi**  
PhD, Specialist  
in 5G at Analog devices  
Tunisia



**Zied Bouida**  
Senior research associate  
at Ericsson-Carleton  
mobile wirleess lab  
Tunisia



**Habib Kammoun**  
IEEE Tunisia Section  
chair  
Tunisia



**Elyes Manai**  
GDE, AI Research  
consultant, ML Trainer  
Tunisia



**Khanjan Mehta**  
Founding director of  
the HESE Program  
USA



**Sarra Barros**  
IEEE R8 Member-activities  
Vice-chair  
Netherlands



**Bilel Jamoussi**  
Chief, Study groups  
departement (TSB), at ITU  
Switzerland



**Abdullateef Aliyu**  
IEEE R8 Student  
activities committee chair  
Nigeria



**Ahmed Rubai**  
IEEE Fellow ,professeor  
& chairperson at Howard Uni  
Tunisia



**Lorenzo Lo Monte**  
Chief Scientist at TTM  
Technologies  
USA



**Mehmet Ogut**  
Technologist at NASA  
Jet Propulsion Laboratory  
USA



**Steven C. Reising**  
Secretary at IEEE GRSS  
Professor at Colorado  
State University  
USA



**Brahem Himed**  
IEEE AEES VP Conferences  
Principal electronics engineer  
at Air force Research Laboratory  
Algeria

# 11. Partners & former collaborators



البنك الوطني الفلاحي  
Banque Nationale Agricole

**BOUDRANT**  
Au service de l'industrie depuis 1925

**Studely**  
Osez votre avenir

**LEONI**

**délice**  
DANONE



**esprit**  
Se former autrement

**caprari**  
pumping power

**GPC**  
Green Power Company  
Let's Follow Nature

**NATIONAL INSTRUMENTS™**



**WYNNSYS**  
Winning together !



مجموعة بولينا القابضة  
POULINA GROUP HOLDING

**primatec**  
engineering

**NOVATION CITY**

**CLINI SYS**

**Democracy International**



**Technopole**  
Centre for Research on Microelectronics & Nanotechnology Sousse



**Elgazala Technopark**

**TECHNOPOLE sfax**



**IIT**  
INSTITUT INTERNATIONAL DE TECHNOLOGIE  
Université Nord Américaine Privée

**AVIONAV**

**InstaDeep™**

**بنك الأمان AMEN BANK**



**TELNET**

**Ichbilia**  
PROMOTION IMMOBILIÈRE Ichbilia

**AMINE®**  
LA FORCE DU PNEU

**Google**

**ERITEM**

**NVIDIA**

DEEP LEARNING INSTITUTE

## 12. Why trust us

We have a long experience in organizing professional events and have worked with many partners before, all of whom have been satisfied with our services. In addition, our team is **highly qualified** and has in-depth expertise in the planning and execution of high-caliber congresses. We are also flexible and we adapt easily to the needs and requirements of our sponsors, working closely with them to ensure the **success** of their participation in the event.

Finally, we are **passionate** about our work and we always strive to provide reliable customer service, with an emphasis on clear communication and close collaboration with our sponsors. We hope to have the **opportunity** to work with you and show you our expertise in organizing congresses.

Rest assured,

*We are bringing silicon valley, to Tunisia...*

### Contact Us:



**Kayoum Djedidi**

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IEEE Tunisian Students & Young Professionals Congress 



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IEEE Tunisian Students & Young Professionals Congress 



**IEEE ESSTHS SB**

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- Sousse, Tunisia

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IEEE Tunisian Students & Young Professionals Congress 

*IEEE Tunisian Students & Young Professionals Congress*

# TSYPT'23

Silicon Valley

**Collaboration  
Proposal**

DIAR EL MEDINA  
HOTEL, HAMMAMET

18-20 DECEMBER 2023