

## WAI Education Center Platforms

The WAI Education Center has a number of options for sharing expertise and information with the wire and cable industry. Below is an outline of the platforms WAI currently uses to reach its audience. Contributors to WAI's programs are encouraged to adapt their material to as many of these platforms as possible not only to reach a wider audience, but also to maintain a coherent educational message across all related WAI offerings.

### Conference Platforms

WAI organizes two major conferences every year. The first, in the spring, is the association's official annual convention which coincides with that year's trade show. The second, in the fall, is the International Technical Conference, which takes place in a different country every year.

- **Short Presentations** – Deliver a 20-to-25-minute oral presentation.
  - **Technical Papers** – Present a scientific paper on R&D, technology, or quality issues. The paper will be rated for possible publication in *Wire Journal International* and consideration for an annual paper award.
  - **Operational Presentations** – Present a practical topic, sharing experiences from day-to-day operations.
  - **Theme Sessions** – Organize a group of two to four related short presentations.
- **Courses** – Teach a one-to-two-hour segment of the Fundamentals of Wire Manufacturing course. The program is organized into general, ferrous, and nonferrous topics meant to give a broad understanding of wire and cable principles, processes, and products.
- **Workshops** – Present alone or as part of a group in a classroom setting in a half-day, full-day, or two-day format.
- **Panel Discussions** – Participate in a public roundtable discussion.
- **Plenary Addresses** – Speak to a conference-wide audience for 45 minutes or more.
- **Production Solutions Demos** – Give a 30-minute hands-on, how-to demonstration on the exhibit floor showing how to get the most out of certain products and processes.
- **Floor Tours** – Enhance another conference platform by integrating it with a tour of the exhibit floor to visit relevant suppliers.

### Web Platforms

The ever-changing Wirenet Web site is a resource that enables visitors to get valuable information from the convenience of their own office.

- **Webinars** – Present a live, Web-based seminar remotely. Lasting about 30 to 45 minutes, webinars enable presenters to deliver audio and visual material that will also be recorded and archived for future viewing in WAI's webinar library. They can be organized as a series of related programs; a panel discussion; or session with multiple presenters.
- **Forums** – Join the online discussion group at [www.wirenet.org/forum](http://www.wirenet.org/forum). Ask and answer technical questions, start your own discussion, or volunteer to be a moderator.
- **Online Courses** – Develop a single course or a series that students can take online at their own pace.

## Local Platforms

Live presentations are held at sites specific to a given program. Rather than being scheduled in conjunction with a conference or at WAI headquarters, they are at a location such as a hotel, conference center, or even a private company's facility.

- **Workshops** – Present an in-person workshop alone or as part of a group in a classroom setting in a one- or two-day format. This may include a tour or other hands-on component at a host plant.
- **In-Plant Training** – Develop a customized workshop to help train the staff on-site at a client's facility.
- **Plant Tour** – Organize a tour inside a facility, possibly integrating with material presented in another platform.

## Publication Platforms

WAI offers various reference materials through the WAI Store. The association is always looking to add offerings to its catalog by publishing new materials, revising previous ones, or distributing materials provided by another publisher.

- **Books** – Work alone or as part of an editorial team to write, edit, or revise a technical or practical handbook. Identify an existing title available from another publisher that should be added to the WAI Store catalog.
- **Booklets** – Write or compile a short publication in a low-cost format printed at WAI headquarters. These are typically compilations of articles or presentations by various authors on a common theme, but they can also be a single piece by one author.
- **Videos** – Help produce a presentation for DVD or the Web, or contribute a segment to a compilation video on related topics.
- **Periodicals** – Submit material to these regular WAI publications.
  - ***Wire Journal International*** – Write an article or contribute to a feature story for the association's monthly industry magazine. Submit technical articles for papers that the author is unable to present at a conference.
  - ***Wire Bulletin*** – This quarterly magazine serving the Indian wire and cable industry has sections for *Production Tips*, *Technical Articles*, and *Ask the Expert*, all of which welcome submissions.
  - ***WAI Connection*** – This semi-monthly newsletter is sent by e-mail to all WAI members. It features a *Tech Edge* column of technical tips and insights.

These are just the most popular platforms, and not the only ones available. WAI is open to new ideas for innovative ways to bring our educational message to the industry. If you're interested in sharing your knowledge through WAI programs, contact Marc Murray, Director of Education & Member Services, at [mmurray@wirenet.org](mailto:mmurray@wirenet.org) and we'll see what's a good fit. Thanks for your interest.