

**Outreach Report: Biomedical Engineering Society Annual Meeting, Austin TX  
(7 October 2010)**

*by Naresh Sharma, PhD*

With the aim to introduce the various Fellowship schemes and to advise potential applicants from Biomedical Engineering field, the India Alliance co-hosted a dinner reception at Biomedical Engineering Society Annual Meeting held at Austin Texas on 7 October 2010. This event was co-organized with Translational Health Science and Technology Institute, New Delhi who were participating to advertise their faculty positions. The India Alliance was represented by Dr Naresh Sharma and Professor Martha Gray was representing THSTI.

The turnout at the event was very good; it was difficult to assess the exact number of people. Approximately 50 people had registered at the THSTI site to attend the event. The sign up table had the various signup sheets, but both Professor Gray and I were talking to people the entire time, and so had no capacity to ensure that people signed in. We were both barraged with questions throughout, generally in a setting where there were 5-8 people listening to the questions and answers. Because people came in and out, there really was no obvious time to make the concluding remarks. The event went well, the only confusion I could notice was that people were not able to understand how these two organizations were linked. I believe brief introductions about both the organisations in the beginning would have been helpful.

I think it was effective as an advertising approach, compared to other forms of advertising like print ads or emails. I believe it was good to partner with THSTI as most of the people there were looking for jobs and THSTI was advertising faculty positions. These potential candidates were a good pool to target for Fellowships.