



# AESS Board of Governors Meeting

**Conferences – Michael Braasch**

**M. Davis, F. Gini, R. Rassa, G. Schmidt,  
X. Yang**

**September 24-25, 2020**

# 2020 Financially Sponsored Conferences:

- Aerospace Conference: Mar 7-14
  - Held as normal
  - Revenue: \$904k
  - Expenses: \$659k
  - Surplus: \$245k
  - 2021 will be virtual due to local health regulations

# 2020 Financially Sponsored Conferences:

- AUTOTESTCON: canceled for 2020
- International Radar Conference
  - April 27 – May 1
  - Converted to virtual
  - Revenue: \$189k
  - Expenses: \$69k
  - Surplus: \$120k

# 2020 Financially Sponsored Conferences (cont'd)

- ICNS: Sept 8-10; virtual
- MetroAeroSpace: Jun 22-24; virtual
  - Revenue: \$20k; Expenses: \$17k
  - Surplus: \$3k
- DASC: Oct 11-16; virtual
  - 2019 revenue: \$366k
  - 2019 expenses: \$173k
  - 2019 surplus: \$193k (25% for AES)

# 2020 Financially Sponsored Conferences (cont'd)

- AES' share of 2020 conference surplus was budgeted at \$348k
  - Surplus so far is \$417k
- Outlook for 2021 is uncertain as new revenue models are being tested in this new world of virtual and hybrid conferences

# Virtual/Hybrid Conference Revenue Models

- IEEE Conferences Committee and MCE held a conference coordinators meeting on Sept 10, 2020
- New revenue models were discussed; the two main ones are:
  - Reduced Price Registration Model
  - Audience Segmentation Pricing Model

# Reduced Price Registration Model

- Fees charged range from 30% to 60% of the traditional fees
- Maintains perceived value (versus making the event free or charging full price)
- Adjustments needed based on the specifics of the offerings of a given event

# Audience Segmentation Pricing Model

- Authors pay nearly traditional fees; attendees pay significantly lower fees
- Lower attendee fees can drive higher attendance and potentially significant revenue even with reduced fees
- Pricing can be complicated for authors with multiple papers
- **CONCLUSION: Work with MCE !!**

# Regional / Local Events

- Regional and local events are being held subject to local health regulations
- Potential growth opportunity
- Chapters need to lead the way