

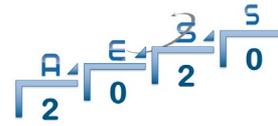
Growth Through Engagement and Teamwork

Mark E Davis
AESS President Elect

May 6-7, 2021

Virtual Board of Governors Meeting

Strategy for 2021 and Next 5 Years



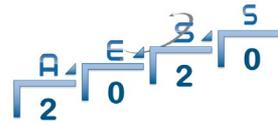
- Extend The 2020 AESS Strategy
 - Adapt To The COVID19 Effects On AESS
- Awareness Of IEEE Technical Activities
 - 2021 TA Strategy – Where Complementary To AESS Views
- Cross-Committee Interaction For 2 Areas
 - Review And Renew Strategies For Publications and Conferences
 - Adapt To New Realities Of Bringing AESS Capabilities To Our Members

What Do Our (IEEE) Customers Want/Need

Customers	Publication	Conference	Standards	Education	Other
Researchers • Academia • Industry	- OA Journals & magazines - Analytics (Xplore) - Dataport Search App	- New Norm - Revenue charges - Exhibits/Displays	- Emerging technologies - Roadmaps	- New Norm - Revenue charges - Exhibits/Displays	- Futuristic views - S/C Predictions roadmap
Industry • Engineers • Supervisors • Mgmt/CEO	- Regional Hub Offices - Newsletters/Letters - Roadmaps - C-Level Forums	→			- Networking - Job Search - New trends
Entrepreneur s	- Startup Help - Connections - Roadmaps	- Connections/Network - Display of new products	- Market compliance - Optimize operations	- Workshops - Tutorials - Seminars	- Connections and networking
Government • Acquisition • Development • Policy	- Roadmaps - Future Trends - Emerging Technologies - Stds: Interoperability	→			
YP/Students	- Newsletters	- Connections/Network - YP/Student topics	- Seminars - Workshops	- Workplace needs - Seminars/workshops	
Regional Governments	- Sustainable futures - Smart cities/healthcare	Focus For AESS Hybrid Conference Initiative			
Cross Disciplinary	- Focused newsletters - Formal Pubs	- Engage other non-profit orgs	- Industry sector stds and guidebooks	- Workshops/seminars	- Future predictions

Event Types

Spectrum of formats and participation



Traditional Event



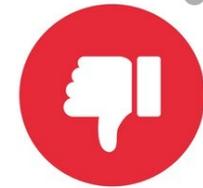
All event elements and all attendee participation take place in-person at a physical location.



Hybrid Event



Some event elements and some attendee participation take place in-person at a physical location, while others take place virtually.



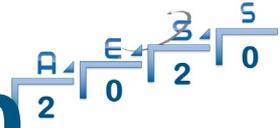
Virtual Event



All event elements and all attendee participation take place virtually.

Source: IEEE MCE ieee-mce@ieee.org

AESS Board Issues Raised – 30



April

- Pre-recorded presentations are costly and not satisfying
 - Hybrid Model needs to protect the In-person delivery
- Concern about the impact of the hybrid model on in-person attendance-- the impact would be dramatic
 - In-person attendance is the preferred way to attend a conference → **Need to maintain value for registration**
- Risk is that remote participation become an inexpensive way to publish, even at the full registration rate.
 - The main goal of a conference is not to publish a paper, but to meet people
- Other societies have begun to test the hybrid model, and have found it disastrous
 - Extra expense associated with offering an online attendance
 - Some conferences that are allowing only a very limited pre-set number of “virtual” attendees

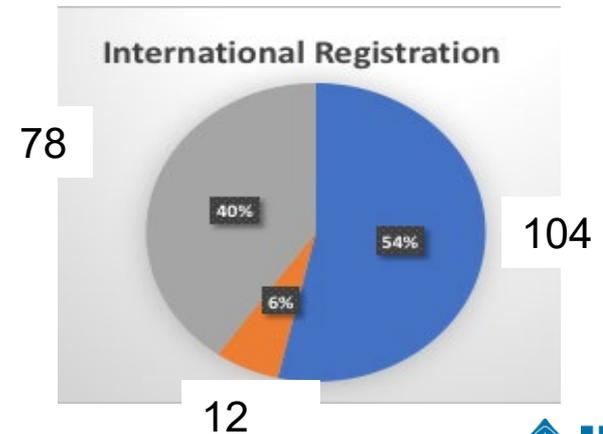
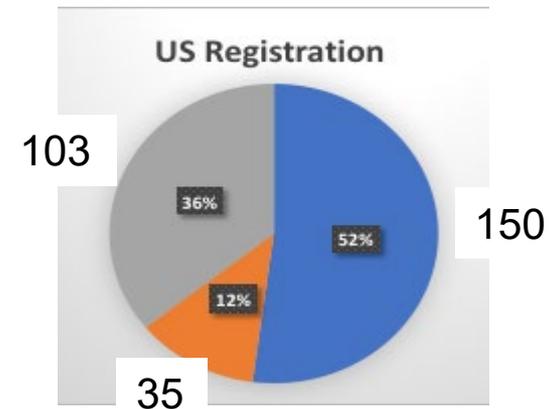
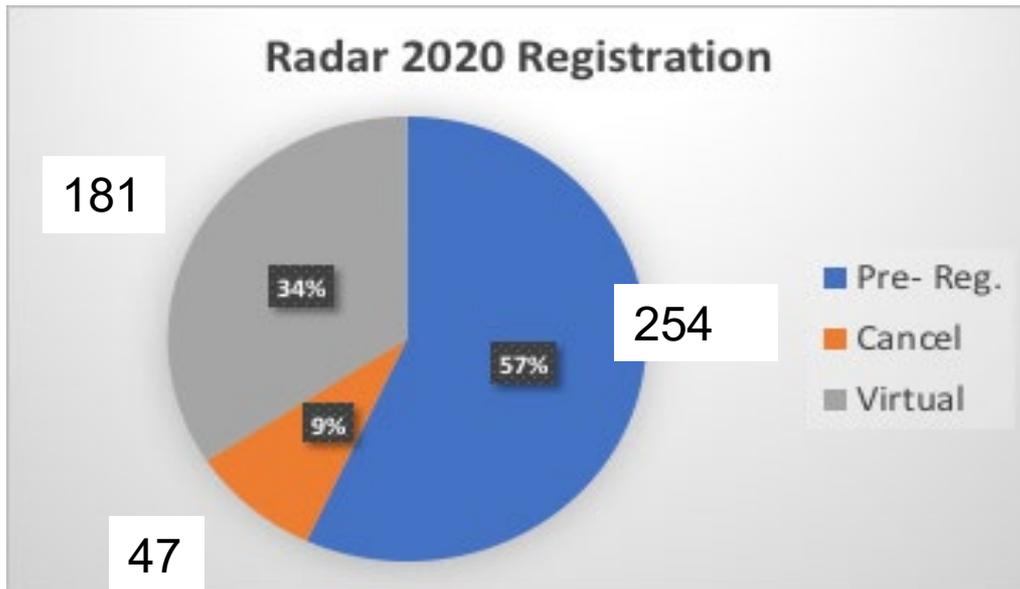
Objective/Planning for Proposed Hybrid Initiative

- In Person Conference **IS our** primary Objective
 - Need a strong Conference that makes attendance beneficial for Networking and
 - Strengthen Students participation for Membership
- Are there benefits for having a Hybrid Adjunct to the In-person conference ??:
 - Wider Geographical visibility to AESS Conferences
 - Chapters and Sections and other Societies
 - Revenue Insurances to offset In-person risks
 - Source of Virtual DL/Tutorials after the Conference
- How do we mitigate the perceived high cost of Hybrid Production
 - MCE and Conference Catalysts have major investments to facilitate the Hybrid Models
 - Competition of Ideas for Radarconf2022

Radar 2020 Transitioned from In-person to Virtual

By Geography

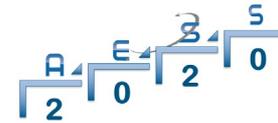
Total Registrations



International Registrations Increased Percentages

2022 IEEE Radar Conference

Initial Thinking Of Hybrid Add-on



In-Person Registration

Timing	Qty	Registration	Total (\$K)
Advanced	425	820	\$ 349
Regular	70	895	\$ 63
On Site	40	1020	\$ 41
	535	912	\$ 452

In-Person Tutorials

Timng	Qty	Registration	Total (\$K)
Advanced	145	265	\$ 49
Regular	50	290	\$ 20
On Site	35	260	\$ 22
	230	272	\$ 91

Hybrid Registration

Timng	Qty	Registration	Total (\$K)
Advanced	145	410	\$ 59
Regular	50	448	\$ 22
On Site	35	510	\$ 18
	230	456	\$ 100

Hybrid Tutorials

Timing	Qty	Registration	Total (\$K)
Advanced	40	75	\$ 3
Regular/Post	100	100	\$ 10
	140	87.5	\$ 13

- In Person Registrations Lowered from 720 to 535 (- \$160k), Tutorial From 340 to 230 – Due to Uncertainty Of NYC Attendance
- Hybrid Approach Can Recoup Attendance Reduction – Estimated with 50% Registration Fees (+ \$113K)
- Can Hybrid Conference Provide Future Benefits To AESS?

Summary/Actions and Motion

- Hybrid Conferences Have Come Out of COVID19 Needs
- A Hybrid Conference Has Potential For Significant Increase In Geographic AESS Membership/Participation
- We Have Two Hybrid Approaches: Experiences from MCE and Conference Catalysts
- Actions:
 - What Risk To In-person Registrations Will Be Expected?
 - How Do We Leverage The Hybrid To Increase International Participation And IEEE/AESS Membership?
 - Obtain Cost Structures For
 - Hybrid Audio Visual For Recording/Streaming Presentations
 - Hybrid Registration Fees Before And Post Conference Revenue

- Motion: AESS Funding (\$20K est.) To Establish Hybrid Adjunct for 2022 IEEE Radar Conference