



IEEE Communications Society

Membership Marketing

Recruit • Retain • Renew • Recognize

ComSoc Regional Chapter Chairs Conference
John Pape, Marketing Manager
Las Vegas, January 2007



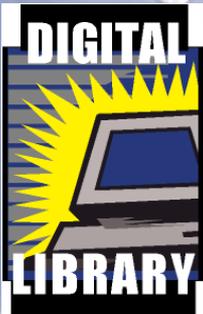
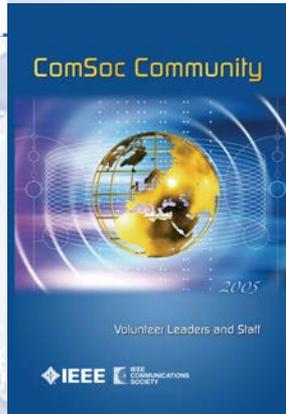
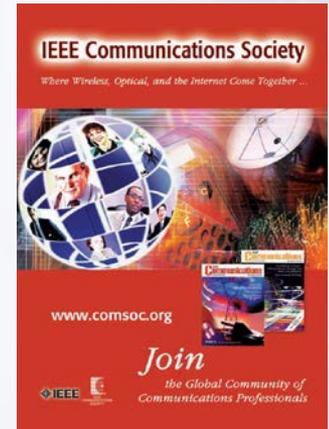
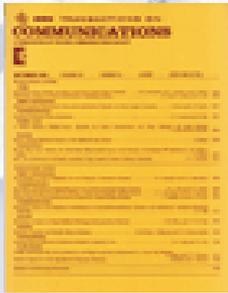
IEEE Communications Society

Membership marketing issues

- Telecommunications Industry employment stabilizing after bubble?
- ComSoc US membership in minority
- Changing demographics, industry, needs?
- Member retention challenges
- Electronic access/subscription migration
- Declining response

Marketing

250+ marketing projects per year



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IEEE Communications Magazine

连续三期免费赠阅

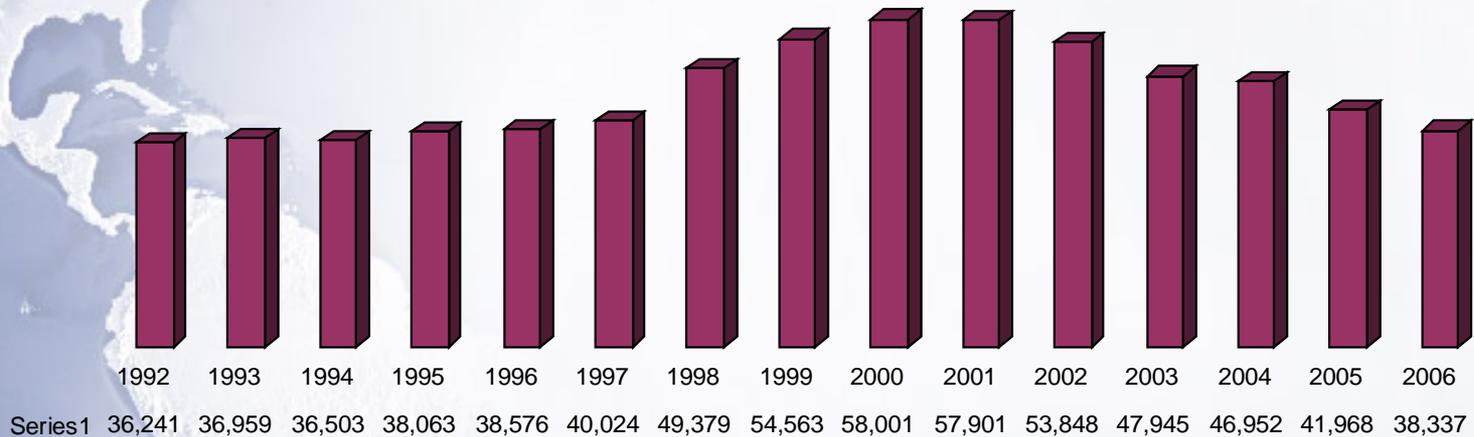
IEEE 通信杂志是 IEEE 通信学会 (IEEE Communications Society) 的旗舰刊物，也是 IEEE 通信学会最重要的出版物。该杂志是 IEEE 通信学会会员和通信领域专业人士的必读刊物。该杂志涵盖了通信领域的各个方面，包括：移动通信、有线通信、网络通信、光通信、卫星通信、多媒体通信、网络安全、通信系统、通信设备、通信标准、通信政策、通信法规、通信产业、通信市场、通信教育、通信研究、通信应用、通信案例、通信新闻、通信评论、通信广告、通信服务、通信合作、通信交流、通信互动、通信创新、通信发展、通信未来、通信梦想、通信希望、通信信心、通信勇气、通信智慧、通信力量、通信奇迹、通信辉煌、通信荣耀、通信永恒、通信不朽、通信永恒、通信不朽。

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ComSoc Membership 1992-2006



- *Most members: 62,390 --- September 2001*
- *End of 2006: 38,337 (-8.6% from 2005)*

Telecom vs ComSoc

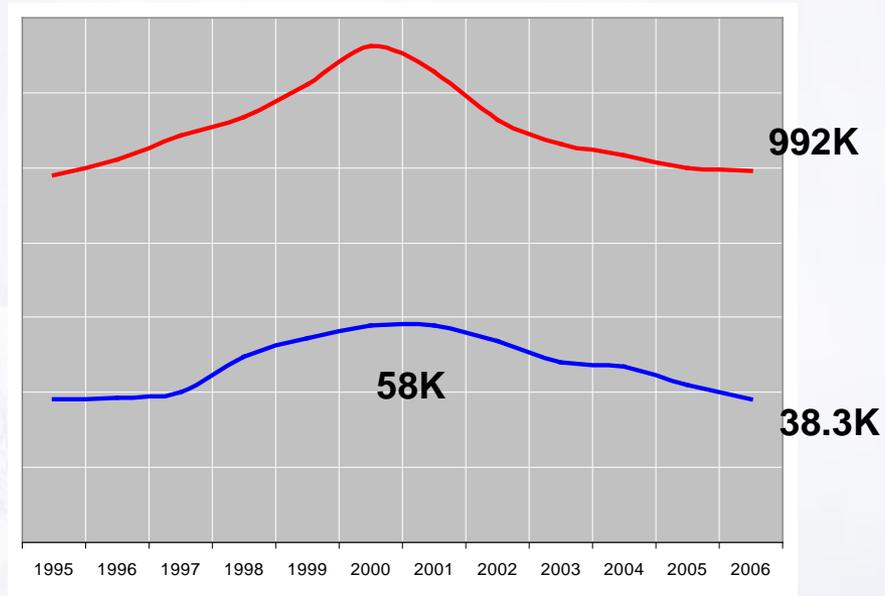
US
Telecom
Industry

979K

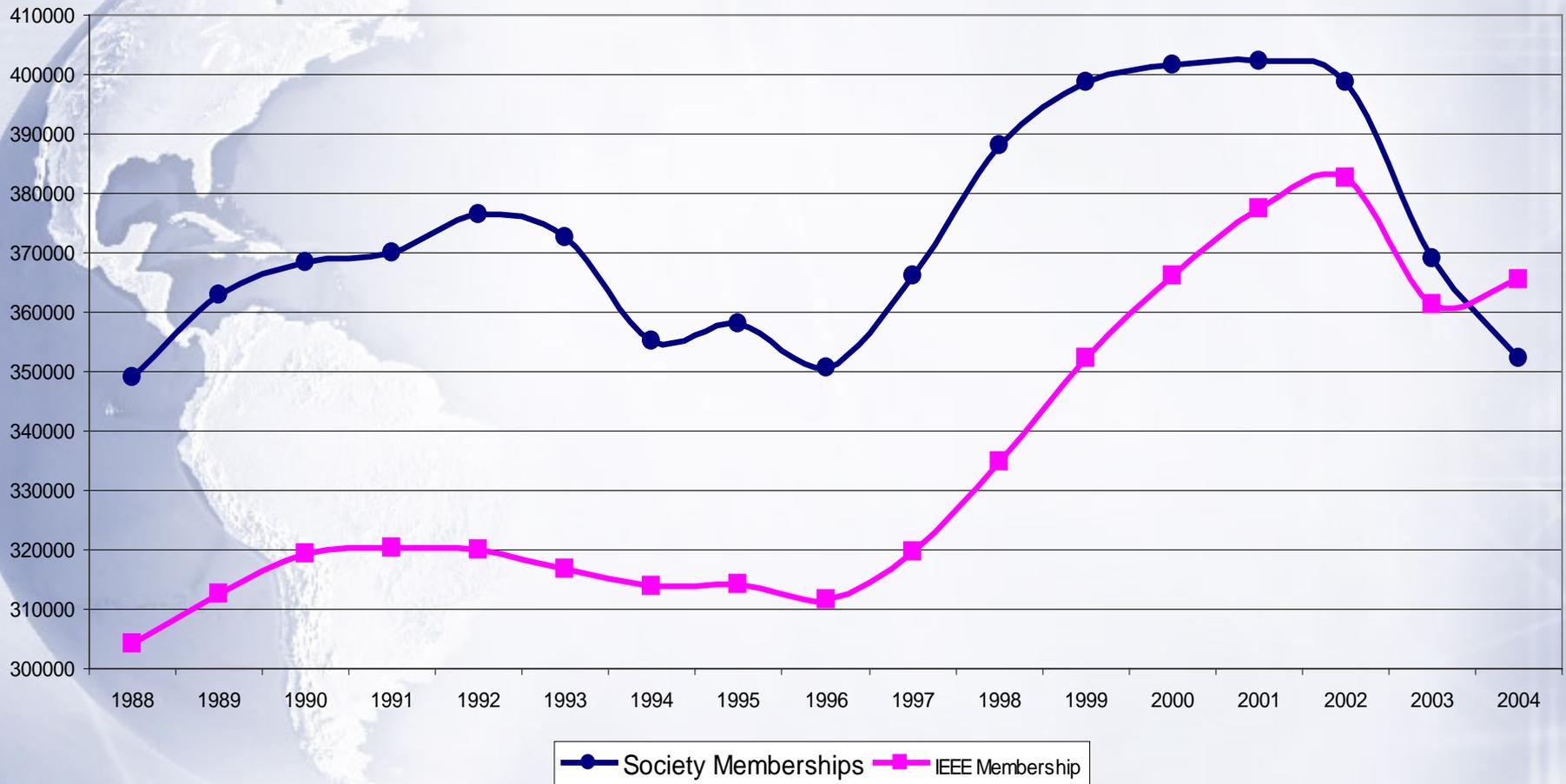
IEEE
ComSoc

38.1K

1.325
million

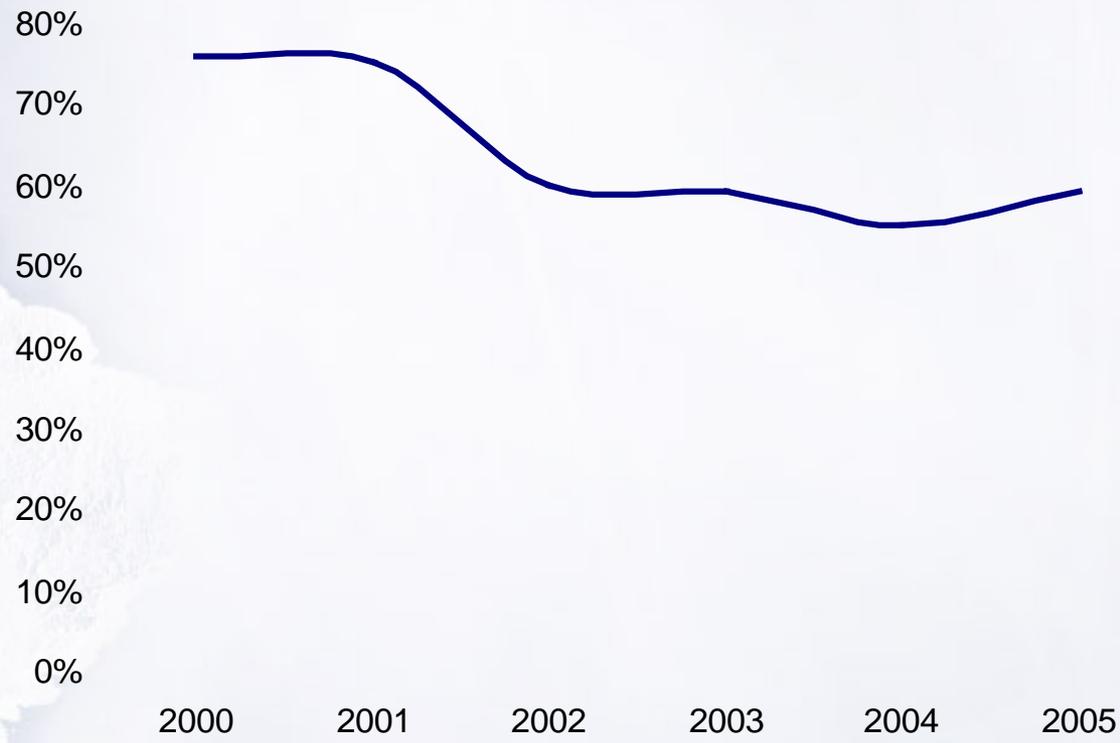


IEEE Society Memberships - Long Term Trends

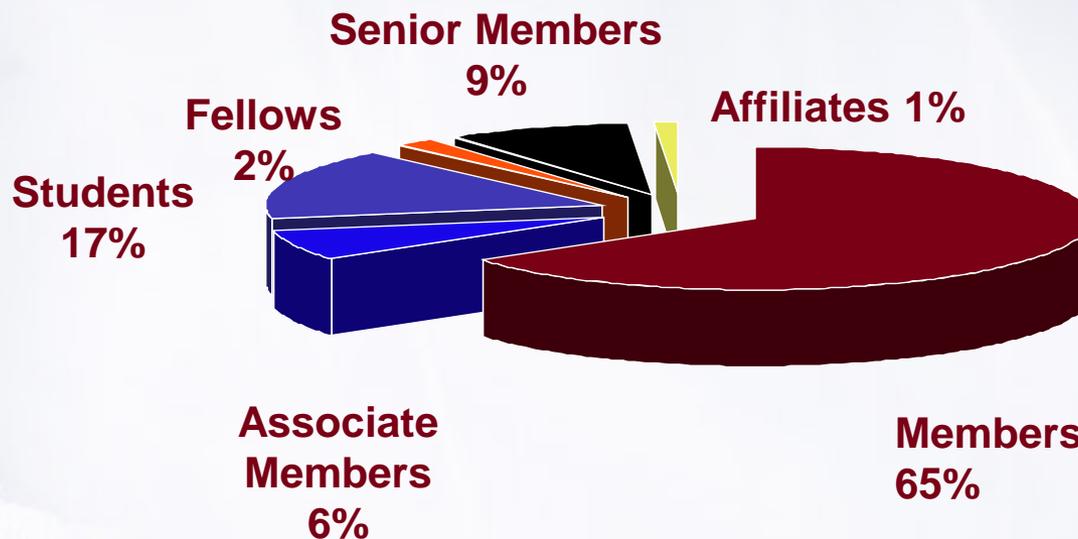


Source: Mary Ward Callan, TAB

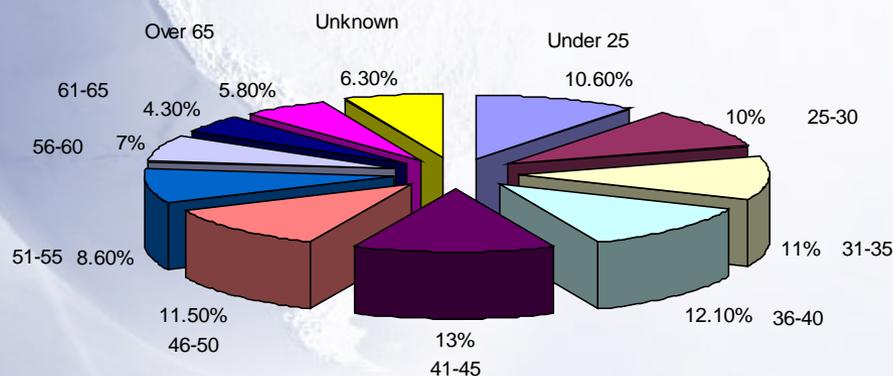
ComSoc Member Renewal Rates 2000-2005



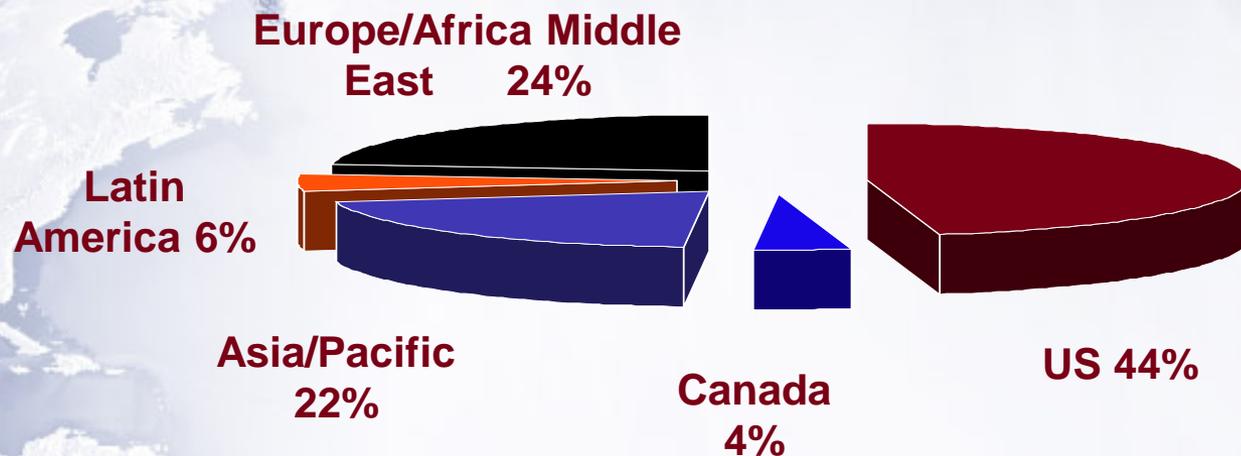
Members by Grade



Members by Age



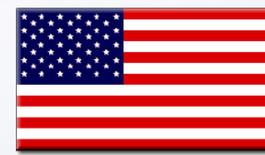
Where Members Live



US Membership Decline

- Sept 2001 US membership - 35,000
- Dec 2006 US membership - 16,800

Off 52%



- Sept 2001 non-US membership - 28,000
- Dec 2006 non-US membership - 21,500

Off 23%



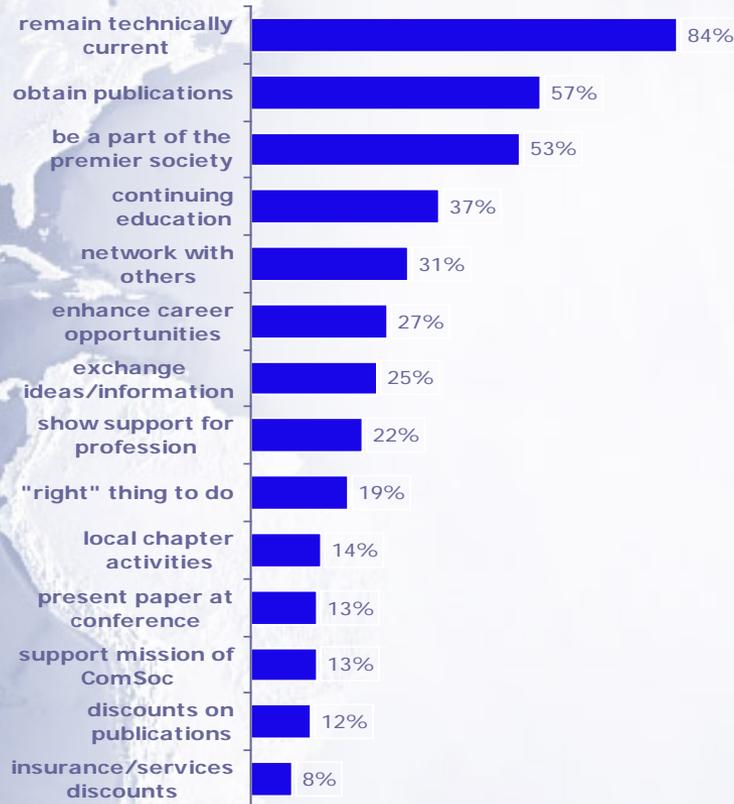
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IEEE ComSoc Pubs Usage

ComSoc Pubs Xplore Usage Jan-Jun 2006

	Xplore Rank		Pdf views
Periodicals	9	<i>Communications; IEEE Transactions on (12)</i>	350,712
	10	<i>Communications Magazine; IEEE (9)</i>	329,456
	19	<i>JSAC (19)</i>	257,889
	29	<i>Wireless Communications; IEEE Transactions on (34)</i>	159,878
	37	<i>Communications Letters; IEEE (38)</i>	134,531
	50	<i>Wireless Communications; IEEE (51)</i>	90,296
	57	<i>Communications; IEEE Trans on [legacy pre-1988] (47)</i>	79,362
	74	<i>Network; IEEE (75)</i>	60,364
		Periodicals Jan-Jun 2006	1,462,488
Conferences	11	<i>IEEE ICC 2005</i>	48,689
	14	<i>IEEE GLOBECOM '04</i>	39,241
	19	<i>IEEE WCNC 2005</i>	36,314

Reasons for Joining/Maintaining Membership



base: 318 respondents

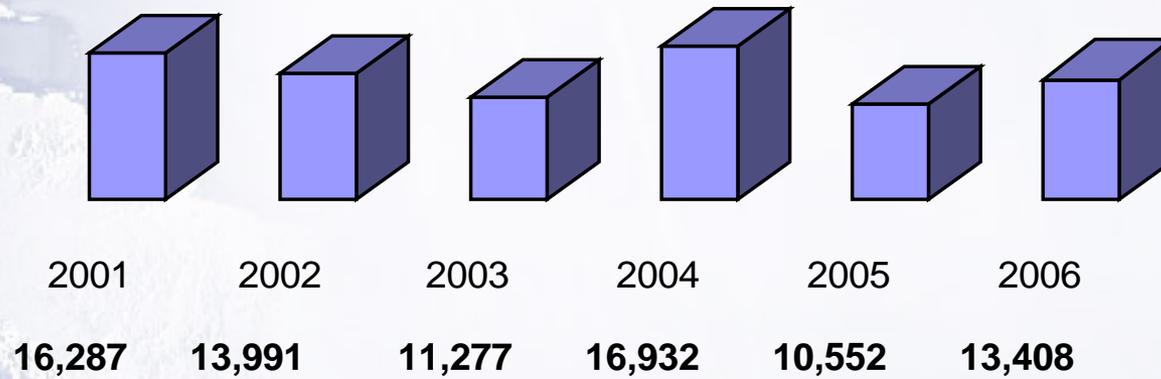
- By far, the primary reason for joining ComSoc and maintaining the membership is to remain technically current. Reasons also mentioned by a majority of respondents were: obtaining ComSoc publications and being a part of the premier professional society for technology professionals.

- Motivations do vary by nature of employment.

Remaining technically current resonates more with those employed in industry (91%) compared to those in the academia/government/non-profits (76%).

Those in academia/government/non-profits are motivated more by networking with others in the profession (42%), presenting papers (21%) and obtaining reduced registration fees (23%) at ComSoc conferences compared to those in industry (28%, 9%, and 9%, respectively).

New Members



Membership

- **Recruiting** - various print and e-mail direct response campaigns, trade shows; free book premium; conference support; monthly new IEEE member e-campaign; www updates; sister society CD; local chapter support; posters; cover wraps; history book; Society PowerPoint presentation, back office coordination
- **Retaining** - ComSoc Community Directory, new member kit, surveys; bi-weekly new member e-message; e-News; Book of the Month; Top Ten usage data; Optional pubs, DL; pubs special offers; ComMag ads, volunteer support; Technical Committee conference brochures; distinguisher lecturer tours; pins, pens, premiums; conference e-mail support; discounts; DL, CommOntology, My ComSoc; Ten Tips
- **Renewing** - Direct e-mail campaigns to non-renewals, coordinate with TAB; TN Special offer; non-renew info to chapters
- **Recognizing** - Awards; SM e-mail message; new fellow letter; 10, 20, 25 year certificate/gift; student grants

Membership Campaigns

- October/November -- Full year membership campaign (IEEE & ComSoc). Brochure, letter from president, membership application. Sent to current ComSoc members, IEEE members with appropriate technical profile, and prospective members, i.e. non-member conference attendees.
- March - Affiliate member $\frac{1}{2}$ year campaign to former members who have dropped both IEEE and ComSoc
- March-Summer -- $\frac{1}{2}$ year free campaign to select non-ComSoc IEEE members.
- April/May - Affiliate/IEEE/ComSoc $\frac{1}{2}$ year campaign to prospective members (non-IEEE)
- All year - Recruiting at exhibits - conferences and trade shows.
- All year - Opportunistic mini campaigns, i.e. Military issue of ComMag sent to MILCOM attendees (Letter, Mag issue, member application)
- 2007 - Special free book offer for new IEEE/ComSoc members

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ComSoc $\frac{1}{2}$ year free campaign renewal analysis

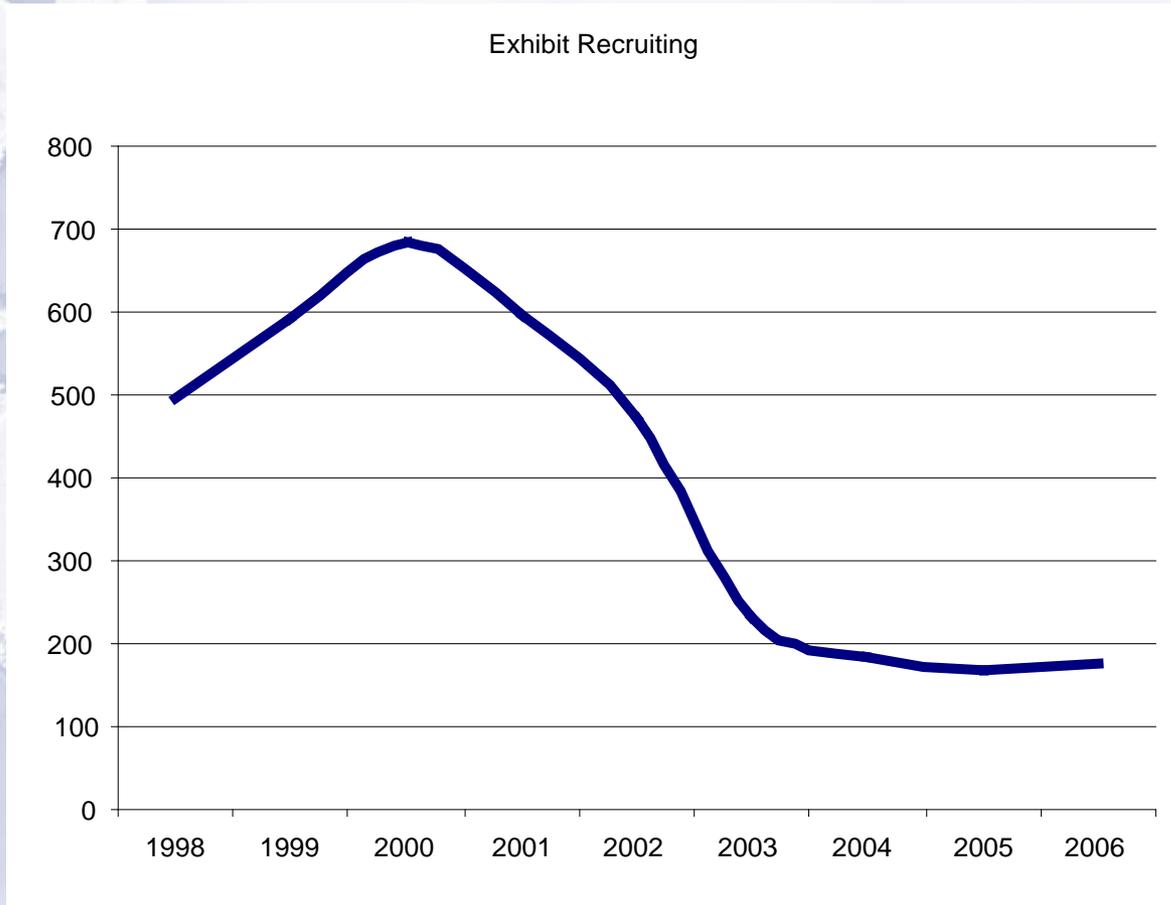
Years	1998	1999	2000	2001	2002	2003	2004	2005
Response	10756	11063	9423	10419	10020	9676	14335	11255
Renews	98	4643	3313	3028	2426	2181	1627	1565
	99		4286	2565	2090	1978	1266	1158
	00			3938	2184	1827	1370	1131
	01				3649	1859	1401	1241
	02					2086	1357	1308
	03						2289	1347
	04							2352
Paid Totals		4643	7599	9531	10349	9931	9310	10102

Conference/Trade Events for Communication Society

<i>2007</i>	<i>Event</i>	<i>Location</i>	<i>Space</i>	<i>Reps</i>
<i>1/11-13</i>	<i>IEEE CCNC</i>	<i>Las Vegas</i>	<i>Table</i>	<i>none</i>
<i>3/11-15</i>	<i>IEEE WCNC</i>	<i>Hong Kong</i>	<i>Table</i>	<i>JP</i>
<i>3/25-30</i>	<i>OFC/NFOEC</i>	<i>Anaheim</i>	<i>Registration</i>	<i>JP/ES/EL</i>
<i>3/26-29</i>	<i>IEEE ISPLC</i>	<i>Pisa</i>	<i>Table</i>	<i>none</i>
<i>3/30-4/3</i>	<i>CTIA</i>	<i>Las Vegas</i>	<i>Booth</i>	<i>tbd</i>
<i>4/18-20</i>	<i>IEEE DySPAN</i>	<i>Dublin</i>	<i>Table</i>	<i>JP</i>
<i>4/22-25</i>	<i>IEEE VTC</i>	<i>Dublin</i>	<i>Table</i>	<i>JP</i>
<i>4/30-5/2</i>	<i>Sarnoff</i>	<i>Princeton</i>	<i>Table</i>	<i>TQ</i>
<i>5/6-12</i>	<i>IEEE INFOCOM</i>	<i>Anchorage</i>	<i>Table</i>	<i>none</i>
<i>6/18-21</i>	<i>IEEE SECON</i>	<i>SanDiego</i>	<i>Table</i>	<i>none</i>
<i>6/18-21</i>	<i>NxtComm</i>	<i>Chicago</i>	<i>Booth</i>	<i>JP/ES/EL</i>
<i>6/24-28</i>	<i>IEEE ICC</i>	<i>Glasgow</i>	<i>Booth/Table</i>	<i>JP</i>
<i>9/3-6</i>	<i>IEEE PIMRC</i>	<i>Athens</i>	<i>Booth</i>	<i>JP</i>
<i>10/29-31</i>	<i>MILCOM</i>	<i>Orlando</i>	<i>Booth</i>	<i>JP</i>
<i>11/26-30</i>	<i>IEEE GLOBECOM</i>	<i>DC</i>	<i>Booth/Table</i>	<i>JP</i>

Possible appearance with main IEEE exhibit: ALA Midwinter & June SLA

Trade Show Recruiting



IEEE Communications Society

IEEE/ComSoc Marketing/Product Experiments

- Three-tier conference registration
- Affiliate membership through conference registration
- Corporate Partnership development
- Webinars
- Certification initiative
- Member www space/alias
- ComSoc/Wiley Book of the Month
- ComSoc Videos & IEEE.tv (Technology Discourses)
- Best of the Best; Pocket Guides
- Full graphic digital ComMag edition?
- Other services/products like DVD set ?



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ComSoc Marketing Issues

Wireless Engineering Certification

Certification... a designation earned by a person to certify that he is qualified to perform a job. Certification indicates that the individual has a specific set of knowledge, skills, or abilities in the view of the certifying body. Professional certifications are awarded by professional bodies and corporations.



Volunteer to help develop ComSoc certification
 Receive more information on ComSoc certification

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For more information contact jhowell@comsoc.org

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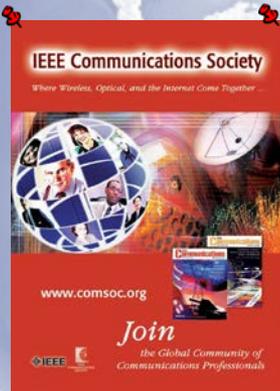
IEEE COMMUNICATIONS SOCIETY

- Certification: PATF - **Wireless Technology** -- committee met Dec 06; focus groups in early 2007
- **The Best of the Best** (outstanding ComSoc journal papers) produced by IEEE Press/John Wiley. In print. List price \$99.95; ComSoc members \$59. Prepub offer at \$49.
- First Corporate-sponsored Web Seminar Service due April 2007; **Advances in Metropolitan Optical Networking and Wireless/Optical Integration - NEC**. Steve Weinstein initiative

ComSoc Chapter Promotion Tools



Tools to help you keep your members, attract new members, and support your activities



- **Online assistance** ComSoc information -- CommOntology and Digital Library -- forms and links for updating records and conducting transactions -- ComSoc hosts your Chapter's www site/chapter content
- **Literature, visual aids** Membership Applications -- Society Brochure - Directory -- Sample copies -- Publication Promotions - Posters -- Special Offers - Premiums - Brief History of Communications - PowerPoint Presentation
- **Database help** E-mail addresses in text or Excel format -- Address labels for Chapter members -- Other database information
- **Chapter Visibility** *Communications Magazine* - Global Communications Newsletter (Carole Swaim) -- E-News - <http://www.comsoc.org/e-news/index.html>

Contact: John Pape j.pape@comsoc.org