

ComSoc Conference Portfolio Management Strategy

Khaled B. Letaief (**VP Conferences**)

Merrily Hartmann (**Director Conference Operations**)

Heinrich Stüttgen (**Director Conference Development**)

Bruce Worthman (**ComSoc Staff Director
Conferences**)



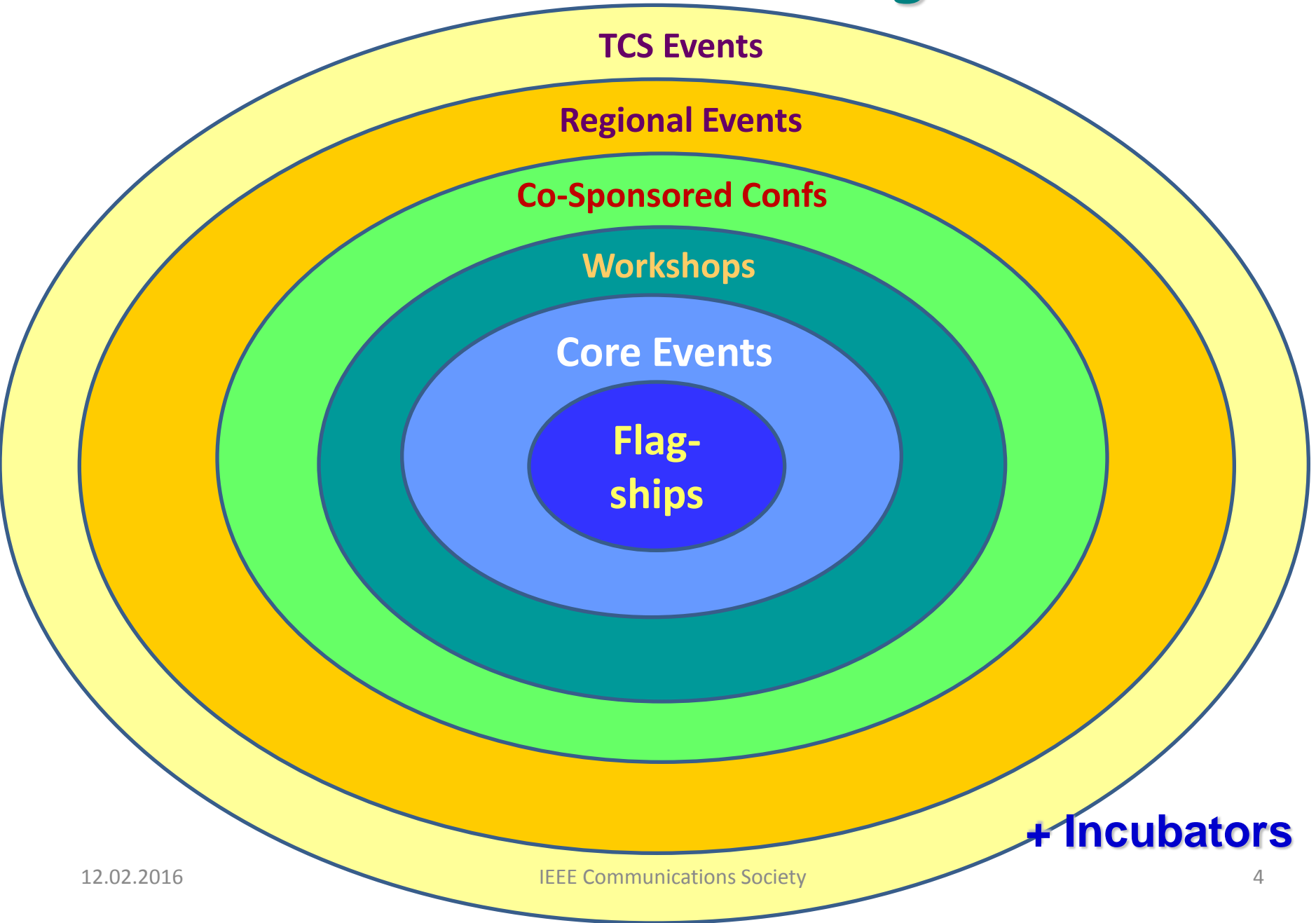
Objectives

- 1. Understand whether/how ComSoc Conferences serve our constituency and the scientific community in terms of:**
 - Technical merit, quality, coverage of ComSoc's field of interest
 - Membership development
 - Financial contribution - Today and **tomorrow**
- 2. Identify steps to improve the value of ComSoc's conference portfolio**
 - Find optimal rules and processes to improve the value proposition of ComSoc Conferences (per class)
 - Define a portfolio development strategy to
 - **incubate** and
 - **Phase out**, or
 - **Collaborate** with other organizations according to a defined strategy
- 3. Provide means to communicate the conference development strategy to the technical community/TAC**

Outline

- I. Explain the different categories of conferences and their main characteristics
- II. Coverage analysis of current portfolio (financially sponsored) events and conclusions
- III. Explain the chosen **KPI** (Key Performance Indicator) structure
- IV. Summary

I. Conference Categories



I. Conference Categories

1. Flagships

- **Large Attendance**
- **Extensive Coverage** of ComSoc Technical Scope
- **Many (if not all) TCs involved**
- Significant ComSoc Project Management
- **Co-located ComSoc Governance Meetings**
- International Audience
- **Surplus requirement $\geq 20\%$**

2. Core

- **Significant event - targeting to achieve 200+ attendees**
- Medium to Significant ComSoc Project Management
- Usually multiple tracks
- May have specific TC involvement/support
- **Surplus requirement $\geq 20\%$**
- International based Targeted Audience
- **Long-term life cycle (proposed > 10 years)**
- Normally Annual
- **Covers subset (but not all) of ComSoc Technical Scope**

I. Conference Categories

3. TC Workshops and TC driven (smaller) Confs

- **Event often driven by one TC (decision maker)**
(Steering Committee Charter often linked to TC Charter but involvement by other TCs possible)
- Minimal ComSoc Project Management
- **Surplus requirement 10%** (due to reduced overhead)
- **Typically < 100 attendees** and 1 or 2 tracks Events

4. (Financially) Co-Sponsored Confs

- Any size from small to very very big
- **Facilitates collaboration with other societies having fields of interest overlapping with ComSoc**
- **Varying levels of ComSoc Project Management**
(depending on co-sponsor)
- Always a **sharing of the surplus with a 20% target**
- Managing Society may vary

I. Conference Categories

5. Regional

- **Extend ComSoc Reach**
- **Conference always occurs in a Specific Region (Country)**
- Conference titles derived from a flagship or core conference, must include the name of the region (country) in the conference title but *may* include "**international**" e.g. **IEEE Communications Conference in <region>** - following the ICC/GLOBECOM
- **Involvement of IEEE Sections and Chapters, TCs, and ComSoc sister society preferred**
- **Objective is membership development (may co-locate RCCCs, governance meetings)**
- Main target is new members in that region - conference **attendance expected to be greater than 50% from that region** (country)
- May Include new program elements to **promote community building**
- Varying levels of ComSoc Project Management
- **Surplus requirement target** may depend on strength of region, partnership model, project management needs – **10% (developing region), 20% (North America, Europe, Japan, Pacific)**

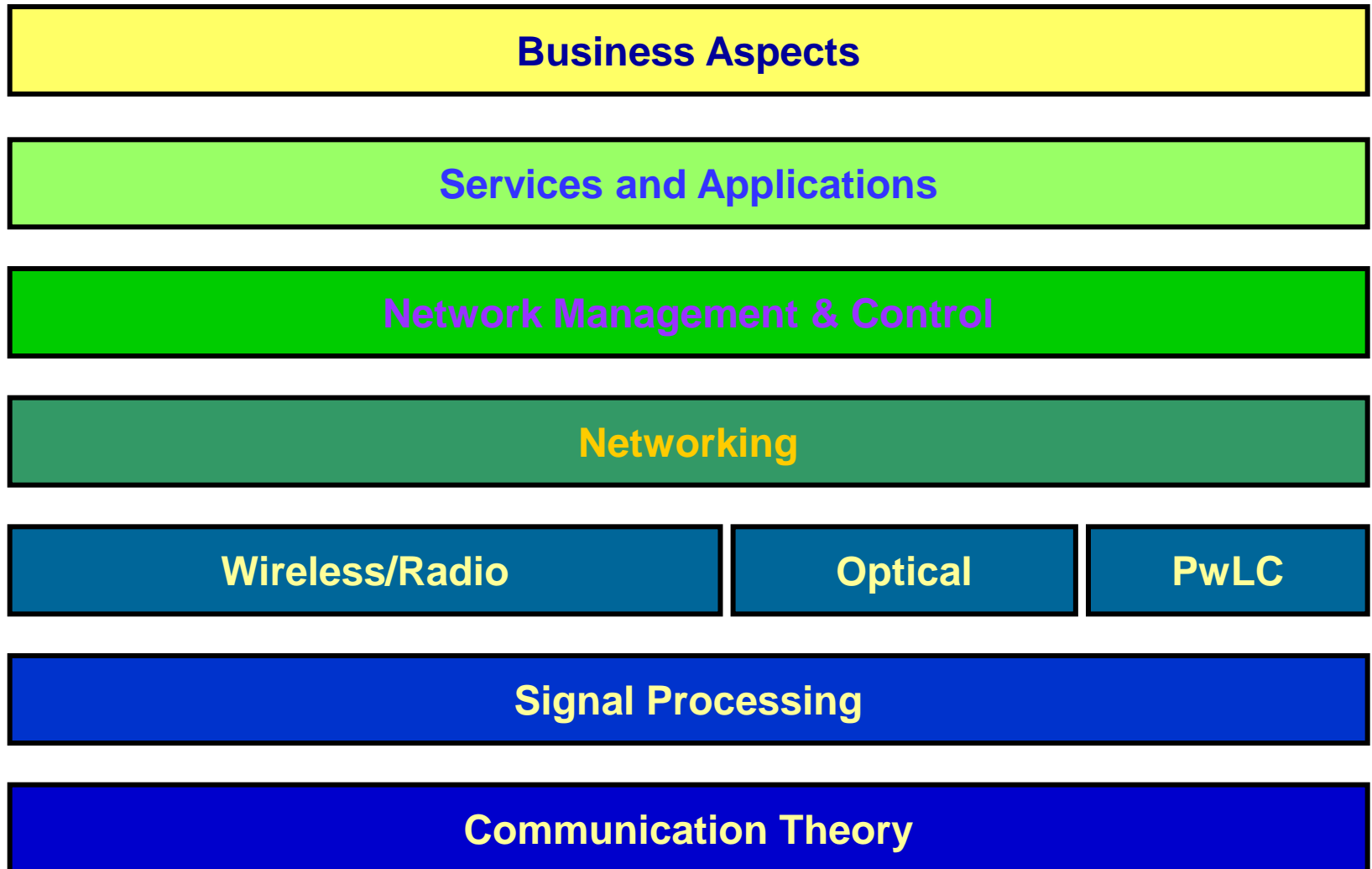
6. Incubators

- **"Start-ups" must be moved to other category after 2 completed events**
- **Surplus requirement: 10%**

I. Conference Categories

	Objective	Attendance	Surplus Req	Region
Flagship	<ul style="list-style-type: none"> • broadest technical coverage & quality • surplus • governance meetings 	> 1000	≥ 20% typically 200K\$	US and around the world
Core	<ul style="list-style-type: none"> • technical coverage of sub-scope • high quality • surplus 	100 < n < 1000	≥ 20%	Moving around the world
Small Conf/TC WS	<ul style="list-style-type: none"> • technical community networking • quality 	≤ 100	≥ 10%	Moving around the world
Regional	<ul style="list-style-type: none"> • membership development 	> 200	≥ 10 or 20% by region	Fixed region
Co-op	<ul style="list-style-type: none"> • collaborate rather than compete with other societies/organisations 	vary	≥ 20%	Moving around the world
Incubator	<ul style="list-style-type: none"> • extend technical scope of conf. portfolio 	20 < n < 100	≥ 10%	Moving around the world
TCS	<ul style="list-style-type: none"> • collaboration • building relationships 	vary	n.a.	Moving around the world

II. ComSoc's Technical Scope (Horizontal layered View)



II. Vertical areas

Vehicular Networks and ITS

Sensor NW - RFID - M2M/IoT

**eHealth & other
applications**

Multimedia

Energy Efficiency & Smart Grids

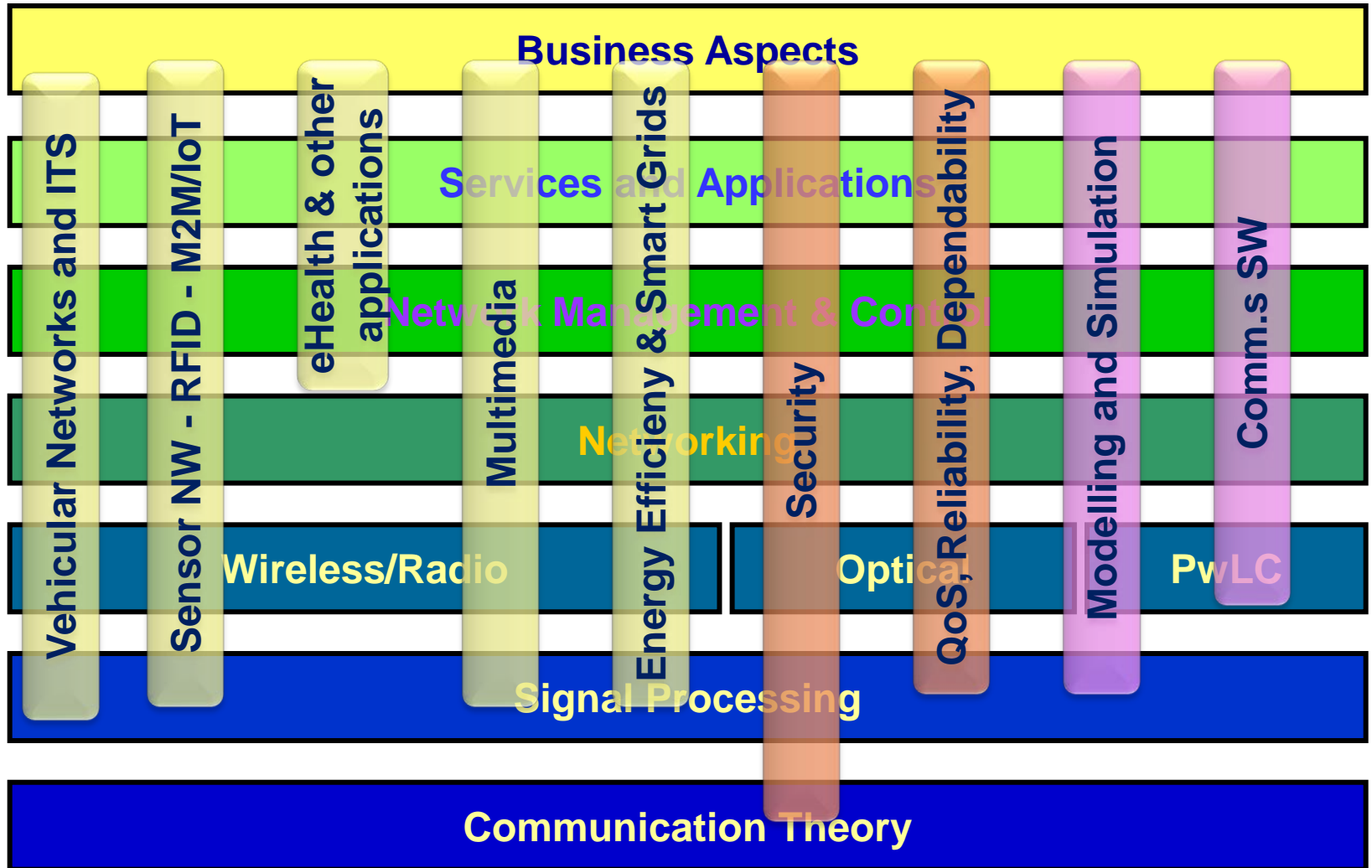
Security

QoS, Reliability, Dependability

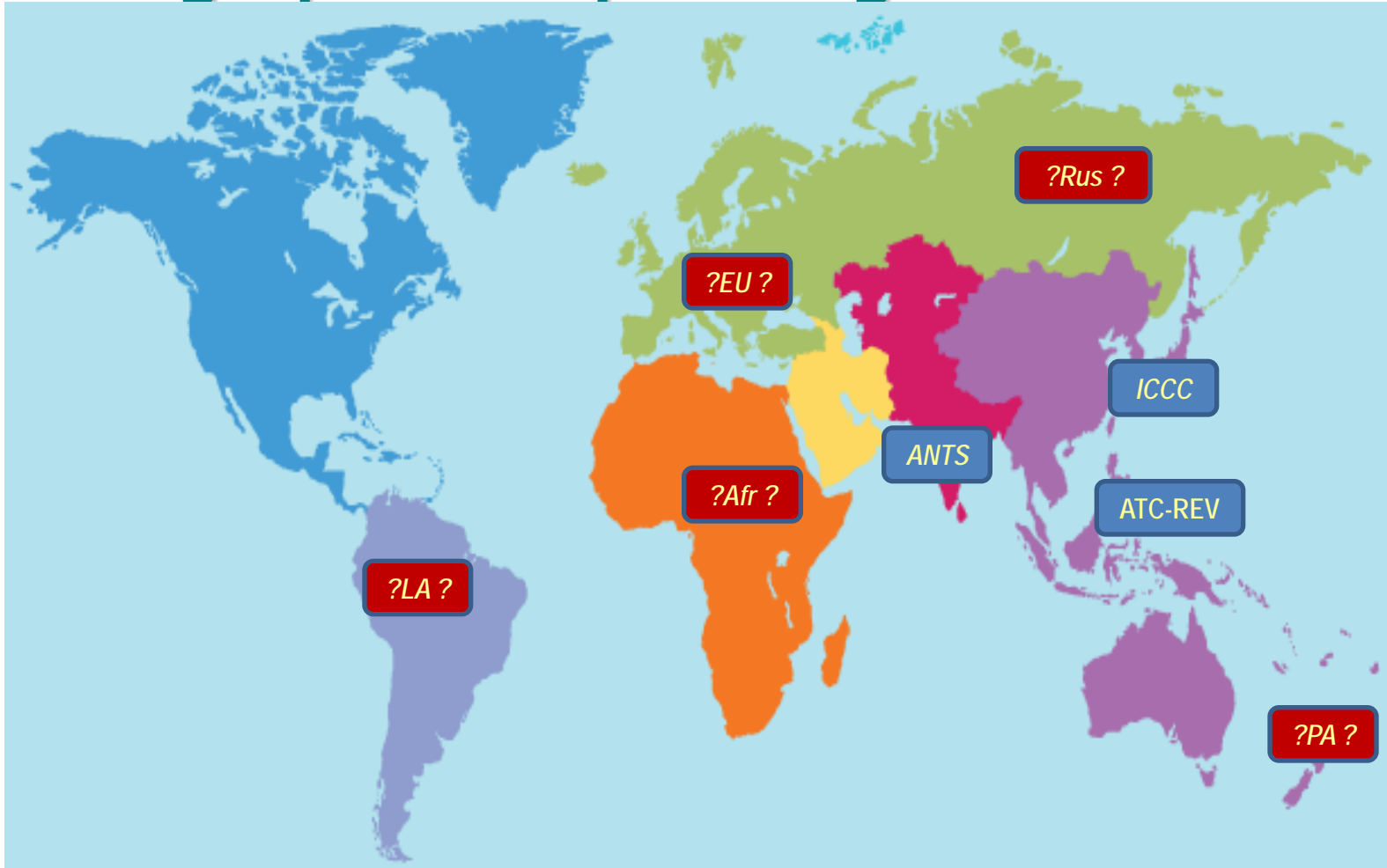
Modelling and Simulation

Comm.s SW

II. Total Coverage



II. Geographic Scope - Regional Conferences



- Today we don't have many regional conferences strategy or portfolio
- Need strategy for large developing regions like China, India, LA

III. KPI Scheme

Objectives of KPI (Key Performance Indicator) Scoring

- Understand the contribution and value of our conferences
- Hopefully help conferences to identify opportunities for improvement
- Help to improve efficiency and value of conference in aspects like scope, financial, overhead/cost ...
- Facilitate a strategy for creating, merging/co-locating, abandoning conferences, or moving them from portfolio to TCS
- Create conferences addressing current gaps in our portfolio
- **Evaluating criteria:**
 - Financial, attendance, technical area, quality, popularity**

III. Attendee Satisfaction

- Based on suggestions from the ComSoc Board of Governors discussion we added „**Attendee Satisfaction**“
- The way to evaluate conferences regarding community satisfactions are the questionnaires recently introduced
- So far only a few conferences have delivered the past event evaluations – so this indicator should be added later when more data becomes available, at this time it will only distort the picture
- So far we have only a few results:
 - WCNC = 4.22 , INFOCOM = 4.12, ICC = 4.09, DySpan = 4.26
GLOBECOM = 4.17, SmartGridComm = 4.05
 - If all events score >4, we need to reconsider either the thresholds (how to assign scores) or modify/sharpen the questionnaires
- Hence: Work in progress

III. KPIs

Key Performance Indicators	Conference Scoring				
	-1	0	1	2	3
Financial (3 yr avg)					
Absolute Number (Revenue)	0-40K	40-80K	80-120K	120K-200K	>200K
Profit (absolute)	loss	0 < X < 20	20 < X < 50	50 < X < 100	>100 K\$
Profit (%)	loss	0 < X < 10	10 < X < 20	20 < X < 25	>25%
Attendance					
Absolute Number	0 - 30	30 - 60	60-90	90 - 200	>200
3 Yr Trend (2 last periods)	>-20%	-5 - -20%	-5 - +5%	+5 - +20%	>+20%
Technical Scope					
Unique vs Clustered	crowded	overlapping	one of two	leading	unique
Quality/Popularity (Average of last 2 to 3 years)					
Acceptance Ratio	>75%	50 - 75%	35 - 50%	25 - 35%	< 25%
Xplore Downloads per paper	0 - 15	16 - 30	31 - 45	46 - 60	>60
Attendee Satisfaction	<2	2	3	4	>4

Summary

- In 2011 ComSoc adopted a portfolio-based management strategy for its financially sponsored conferences
- This slide set tries to explain
 - the approach chosen for evaluating the value of individual conferences
 - the terminology used in the process
- The method evaluates ComSoc conferences from many different aspects, e.g. quality, attendance, financial performance, etc
- The conference portfolio management is a tool to identify gaps, rising stars and conferences with improvement opportunities in our conference portfolio
 - There is no threshold defined stating that a conference needs to achieve a given minimal score
 - Scores help to identify strengths and weaknesses of a given conference to help organizers/steering committees identify improvement opportunities
- Details of the conference scores are available to the respective steering committees