ComSoc Conference Portfolio
Management Strategy

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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
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

- TCS Events
- Regional Events
- Co-Sponsored Conf.
- Workshops
- Core Events
- Flag-ships

+ Incubators
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 >= 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 >= 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

<table>
<thead>
<tr>
<th>Objective</th>
<th>Attendance</th>
<th>Surplus Req</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Flagship</strong></td>
<td>• broadest technical coverage &amp; quality &lt;br&gt; • surplus &lt;br&gt; • governance meetings</td>
<td>&gt; 1000</td>
<td>≥ 20% typically 200K$</td>
</tr>
<tr>
<td><strong>Core</strong></td>
<td>• technical coverage of sub-scope &lt;br&gt; • high quality &lt;br&gt; • surplus</td>
<td>100 &lt; n &lt; 1000</td>
<td>≥ 20%</td>
</tr>
<tr>
<td><strong>Small Conf/TC WS</strong></td>
<td>• technical community networking &lt;br&gt; • quality</td>
<td>≤ 100</td>
<td>≥ 10%</td>
</tr>
<tr>
<td><strong>Regional</strong></td>
<td>• membership development</td>
<td>&gt; 200</td>
<td>≥ 10 or 20% by region</td>
</tr>
<tr>
<td><strong>Co-op</strong></td>
<td>• collaborate rather than compete with other societies/organisations</td>
<td>vary</td>
<td>≥ 20%</td>
</tr>
<tr>
<td><strong>Incubator</strong></td>
<td>• extend technical scope of conf. portfolio</td>
<td>20 &lt; n &lt; 100</td>
<td>≥ 10%</td>
</tr>
<tr>
<td><strong>TCS</strong></td>
<td>• collaboration &lt;br&gt; • building relationships</td>
<td>vary</td>
<td>n.a.</td>
</tr>
</tbody>
</table>
II. ComSoc's Technical Scope

(Horizontal layered View)

- Business Aspects
- Services and Applications
- Network Management & Control
- Networking
  - Wireless/Radio
  - Optical
  - PwLC
- Signal Processing
- Communication Theory
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

Communication Theory

Signal Processing

Optical

Quality of Service, Reliability, Dependability

Modelling and Simulation

Communications SW

Energy Efficiency & Smart Grids

Security

Multimedia

Networking

Wireless/Radio

Sensor NW - RFID - M2M/IoT

Vehicular Networks and ITS

eHealth & other applications

Services and Applications

Network Management & Control

Business Aspects
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

<table>
<thead>
<tr>
<th>Key Performance Indicators</th>
<th>Conference Scoring</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>-1</td>
</tr>
<tr>
<td><strong>Financial (3 yr avg)</strong></td>
<td></td>
</tr>
<tr>
<td>Absolute Number (Revenue)</td>
<td>0-40K</td>
</tr>
<tr>
<td>Profit (absolute)</td>
<td>loss</td>
</tr>
<tr>
<td>Profit (%)</td>
<td>loss</td>
</tr>
<tr>
<td><strong>Attendance</strong></td>
<td></td>
</tr>
<tr>
<td>Absolute Number</td>
<td>0 - 30</td>
</tr>
<tr>
<td>3 Yr Trend (2 last periods)</td>
<td>&gt;-20%</td>
</tr>
<tr>
<td><strong>Technical Scope</strong></td>
<td></td>
</tr>
<tr>
<td>Unique vs Clustered</td>
<td>crowded</td>
</tr>
<tr>
<td><strong>Quality/Popularity (Average of last 2 to 3 years)</strong></td>
<td></td>
</tr>
<tr>
<td>Acceptance Ratio</td>
<td>&gt;75%</td>
</tr>
<tr>
<td>Xplore Downloads per paper</td>
<td>0 – 15</td>
</tr>
<tr>
<td>Attendee Satisfaction</td>
<td>&lt;2</td>
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</table>
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.