ComSoc Conference Portfolio Management Strategy

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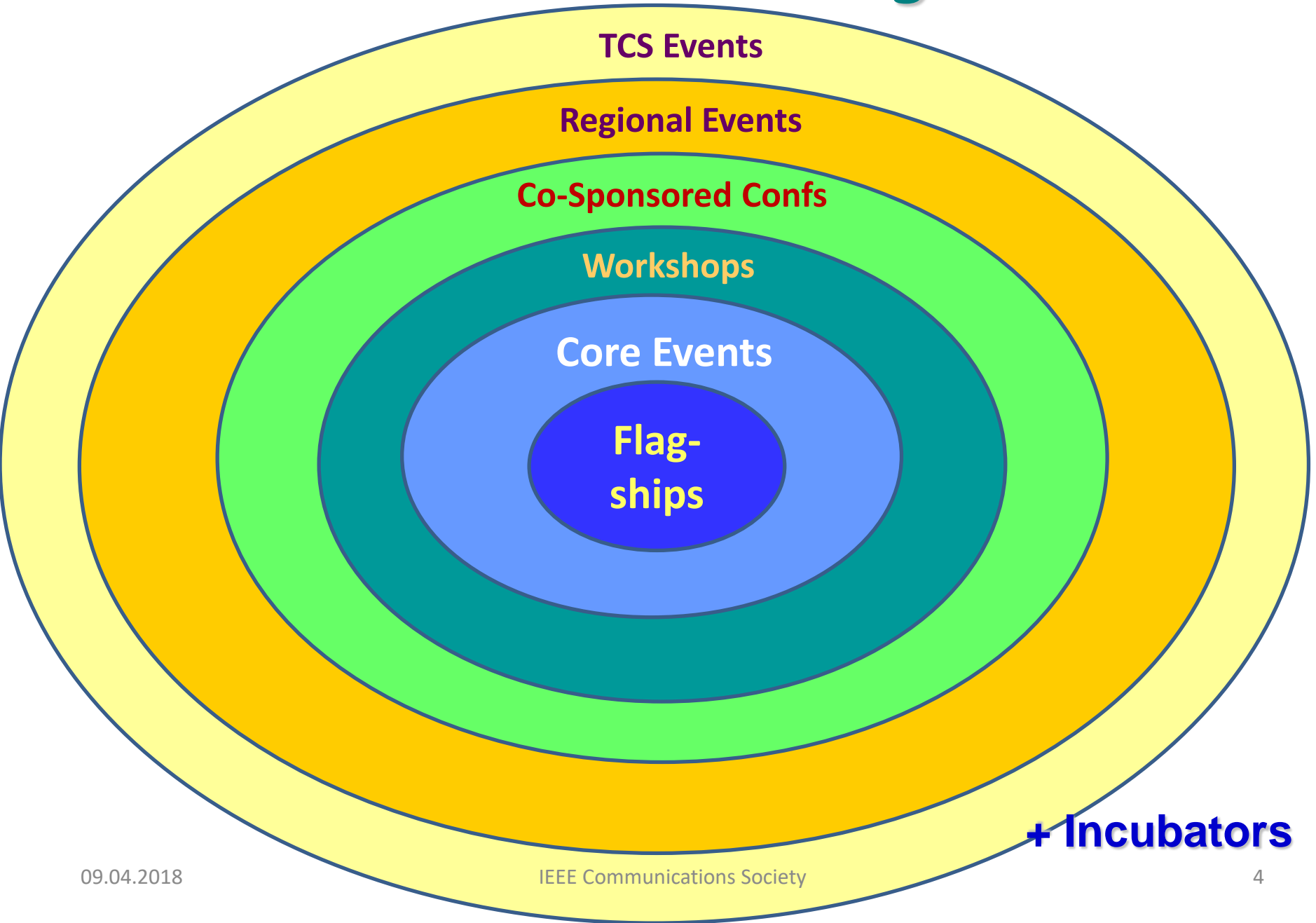
IEEE COMMUNICATIONS SOCIETY

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

TCS Events

Regional Events

Co-Sponsored Confs

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**)
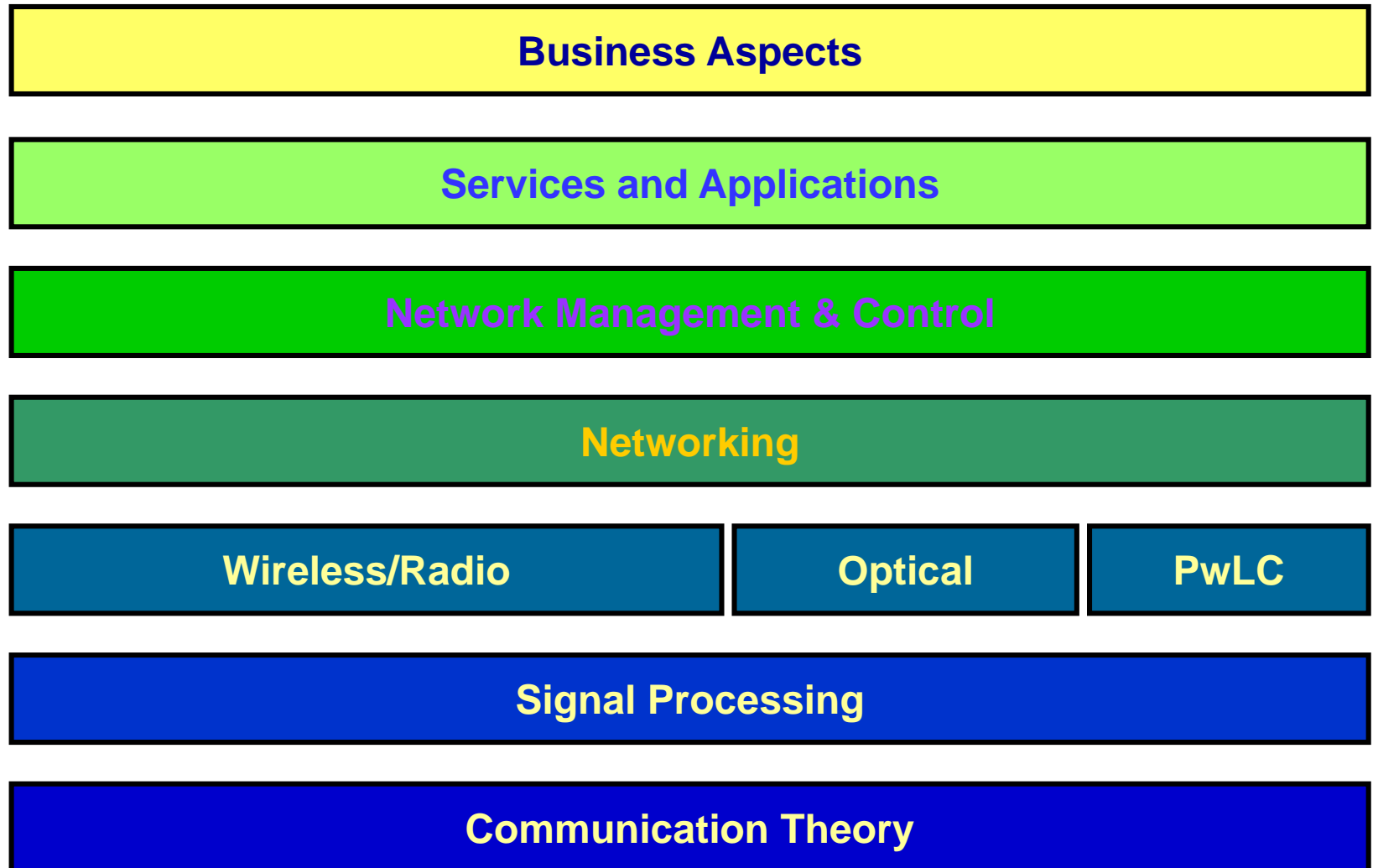
6. **Incubators**

    – **"Start-ups"** must be moved to other category after 2 completed events

    – **Surplus requirement: 10%**

I. Conference Categories

	Objective	Attendance	Surplus Req	Region
Flagship	• broadest technical coverage & quality • surplus • governance meetings	> 1000	≥ 20% typically 200K$	US and around the world
Core	• technical coverage of sub-scope • high quality • surplus	100 < n <1000	≥ 20%	Moving around the world
Small Conf/TC WS	• technical community networking • quality	<= 100	≥ 10%	Moving around the world
Regional	• membership development	> 200	≥ 10 or 20% by region	Fixed region
Co-op	• collaborate rather than compete with other societies/organisations	vary	≥ 20%	Moving around the world
Incubator	• extend technical scope of conf. portfolio	20 < n < 100	≥ 10%	Moving around the world
TCS	• collaboration • building relationships	vary	n.a.	Moving around the world

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

IEEE Communications Society

II. Total Coverage

Business Aspects

Services and Applications

Network Management & Control

Networking

Wireless/Radio

Optical

PwLC

Signal Processing

Communication Theory

Vehicular Networks and ITS

Sensor NW - RFID - M2M/IoT

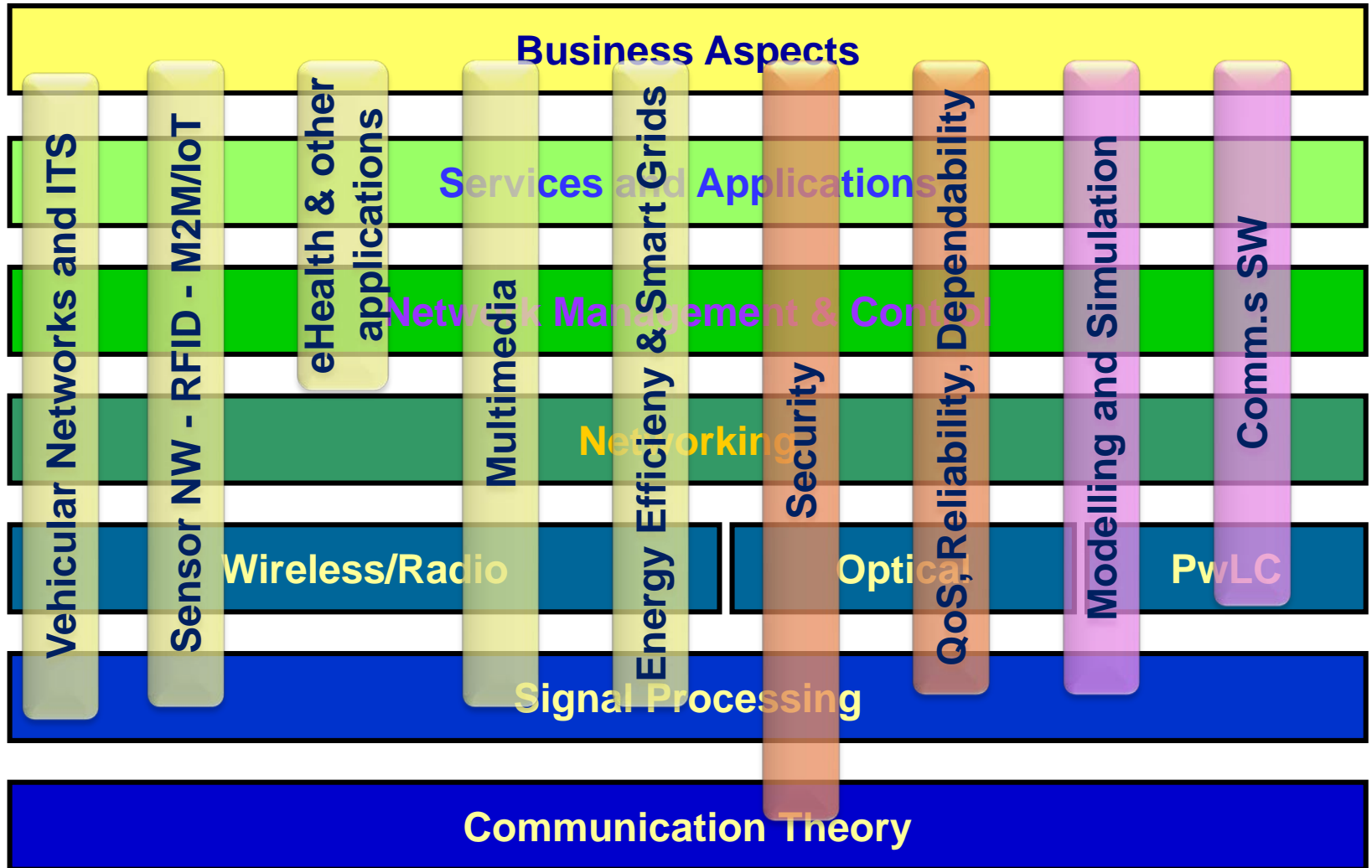eHealth & other applications

Multimedia

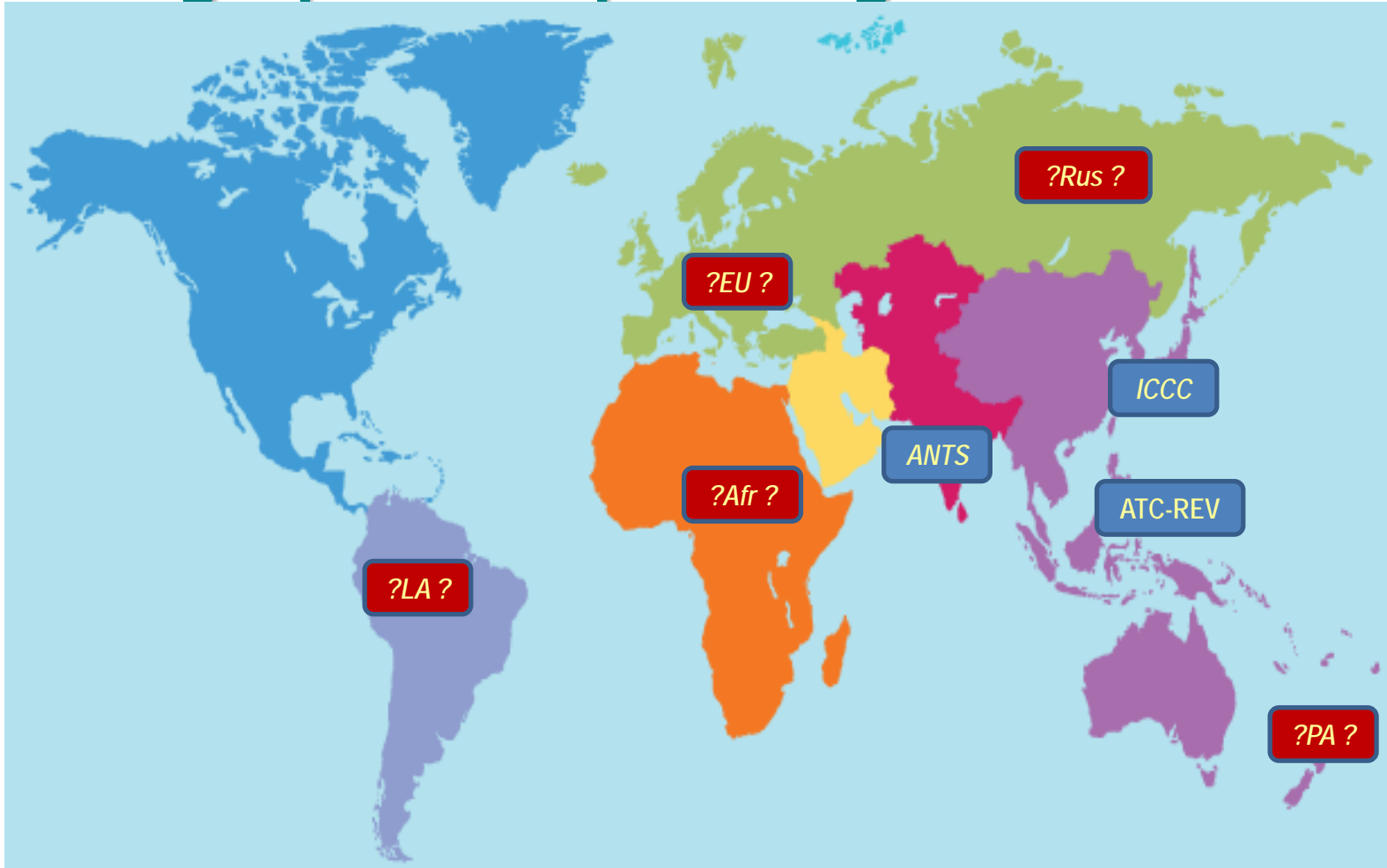Energy Efficieny & Smart Grids

Security

QoS,Reliability, Dependability

Modelling and Simulation

Comm.s SW

II. Geographic Scope – Regional Conferences

- **Today we don't have many regional conferences strategy or portfolio**
- N**eed 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 hHelp 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, mergingco-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 shpould 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 questionnnaires

- 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<X50	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 perfomance, 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