AESS Board of Governors Meeting

Conferences – Michael Braasch
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September 24-25, 2020
2020 Financially Sponsored Conferences:

- Aerospace Conference: Mar 7-14
  - Held as normal
  - Revenue: $904k
  - Expenses: $659k
  - Surplus: $245k
  - 2021 will be virtual due to local health regulations
2020 Financially Sponsored Conferences:

- AUTOTESTCON: canceled for 2020
- International Radar Conference
  - April 27 – May 1
  - Converted to virtual
  - Revenue: $189k
  - Expenses: $69k
  - Surplus: $120k
2020 Financially Sponsored Conferences (cont’d)

- ICNS: Sept 8-10; virtual
  - Revenue: $20k; Expenses: $17k
  - Surplus: $3k

- MetroAeroSpace: Jun 22-24; virtual
  - Revenue: $20k; Expenses: $17k
  - Surplus: $3k

- DASC: Oct 11-16; virtual
  - 2019 revenue: $366k
  - 2019 expenses: $173k
  - 2019 surplus: $193k (25% for AES)
2020 Financially Sponsored Conferences (cont’d)

- AES’ share of 2020 conference surplus was budgeted at $348k
  - Surplus so far is $417k

- Outlook for 2021 is uncertain as new revenue models are being tested in this new world of virtual and hybrid conferences
Virtual/Hybrid Conference
Revenue Models

IEEE Conferences Committee and MCE held a conference coordinators meeting on Sept 10, 2020.

New revenue models were discussed; the two main ones are:
- Reduced Price Registration Model
- Audience Segmentation Pricing Model
Reduced Price Registration Model

- Fees charged range from 30% to 60% of the traditional fees
- Maintains perceived value (versus making the event free or charging full price)
- Adjustments needed based on the specifics of the offerings of a given event
Audience Segmentation Pricing Model

- Authors pay nearly traditional fees; attendees pay significantly lower fees
- Lower attendee fees can drive higher attendance and potentially significant revenue even with reduced fees
- Pricing can be complicated for authors with multiple papers
- CONCLUSION: Work with MCE!!
Regional / Local Events

- Regional and local events are being held subject to local health regulations
- Potential growth opportunity
- Chapters need to lead the way