



IEEE Aerospace Electronic Systems VP Member Service

Laila Fabi Moreira

Board of Governors Meeting

March 25 & 26, 2022

Objective #6– 50th AESS anniversary initiatives

- ▶ S – Debates, possible initiatives and set up people in charge.
- ▶ W – Set up regular meetings to be able to implement initiatives.
- ▶ O – Most feasible Initiatives to be implemented are magazine special issue, dedicated event at a major conference, gadgets, promotional video, AES logo contest, corporate sponsorship/partnership and “quizz” challenge. Divided in three categories:
 1. Commemorative events
 2. Promotional activities
 3. Members engagement
- ▶ T – Industry relation, member services, finance and conferences support needed.

Objective #6 – 50th AESS anniversary initiatives

INITIATIVE PRIORITY LEVEL

CAN BE DONE IN PARALLEL:

- 1) *Logo contest and Magazine special issue*
- 2) *Anniversary gadgets/material and Corporate Sponsorship/Partnership Program*

NEED TO BE DONE AFTER PRIORITY:

- 1) *Logo contest and Magazine special issue*
- 2) *Anniversary gadgets/material and Corporate Sponsorship/Partnership Program*
- 3) *Dedicated event at a major conference*
- 4) *Promotional video*
- 5) *AES quiz challenge*

Objective #6 – Commemorative events

IDEA – *A showcase of AESS past 50 years of history, being a celebration of history and not technical papers*

PLAN – *Create a special issue in the Systems Magazine to reflect on the impact and history of AESS over the last 50 years. The papers would be a celebration of the history and the future of AESS and not necessarily technical papers which will include:*

- *History of the society through each decade (Alfonso Farina, Wolfgang Koch and Hugh Griffiths)*
- *Vision and plan for the next 50 years (Mark Davis, Alfonso Farina, Wolfgang Koch and Hugh Griffiths)*
- *Interviews with key individuals (They will be defined by: Alfonso Farina, Wolfgang Koch and Hugh Griffiths)*
- *Recap of past conferences over the last 50 years (Alfonso Farina, Wolfgang Koch and Hugh Griffiths)*
- *Article about the Past Presidents (Alfonso Farina, Wolfgang Koch and Hugh Griffiths + Walter Downing, Fabrizio, etc)*
- *Major accomplishments in the field and of AESS decade (Alfonso Farina, Wolfgang Koch and Hugh Griffiths)*

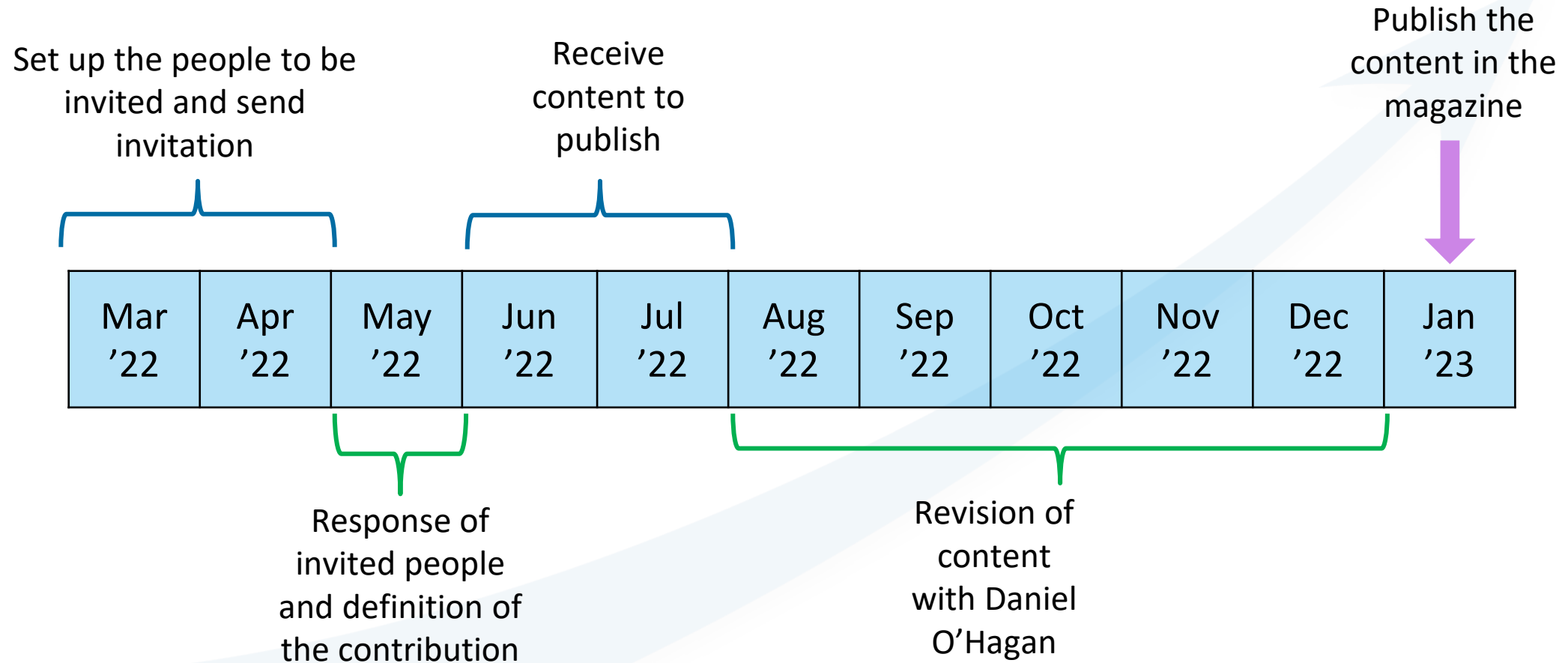
TIME – *To be available by January 16th, 2023 or during the month.*

PEOPLE – *Publications, Conference, Awards, Member Services + + Alfonso, Peter Willett, Mark Davis, past presidents (Walter Downing, Fabrizio, ...), Daniel O'Hagan, Hugh Griffiths + Wolfgang Koch + Alfonso Farina as guest editor).*

IN CHARGE – *Hugh Griffiths, Alfonso Farina and Wolfgang Koch*

COST – *TBD*

Objective #6 – Commemorative events



Objective #6 – Promotional activities

IDEA – *Create a dedicated AESS logo, to be used throughout 2023.*

PLAN – *A contest for AESS members to create the best 50th anniversary AESS logo. The selected logo will be used throughout 2023 in official emails, official flyers, gadgets etc.. A selection process and a prize for the winner chapter should be defined.*

TIME – *30 of April 2022.*

PEOPLE – *AESS Members.*

COST – \$3k → **MOTION PASSED**. The amount should cover:

- Prize for the winner → \$500 and giveaways for all participants (\$25 gift card amazon)
- Logo professional production
- Advertisement strategies other than AESS channels (if any)

IN CHARGE – *Fabiola/Francesca, Amanda + BoG for logo selection*

Objective #6 – Promotional activities

Create a dedicated webpage

Identify the logo production company

Deadline for submissions



Explore IEEE rules:

- Define the submission and selection process (how to, timing)
- Identify suitable prizes (number, entity)

Advertise the contest

Select the winner

- Announce the winner
- Distribute prizes
- Logo production
- Use the logo for the design of gadgets/giveaways for 2023

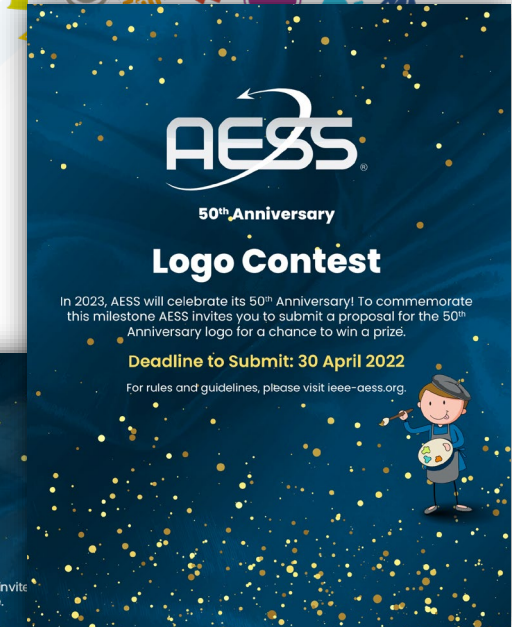
Use the logo in any official webpage/event/presentation/material



Objective #6 – Promotional activities

50th anniversary AESS logo contest – What we already accomplished

- ▶ The initiative has been launched
- ▶ An advertisement campaign is underway, through QEB, social media, targeted emails, etc.
- ▶ 2 submissions received so far
- ▶ Main rules:
 - Submissions via email at admin@ieee-aess.org
 - Deadline: 30 April 2022
 - Prize: USD 500
 - Both digital logos and hand drawn sketches are welcome. The selected logo will be then edited by a professional designer.



Objective #6 – Promotional activities

IDEA – *To create special gadgets/materials to be distributed across key people, VIPs, Chapters and at AESS major events throughout 2023.*

PLAN – *Design/select the gadgets/materials and have them ordered as soon as possible. Industrial partners might be engaged to sponsor the initiative while including their logo on the gadgets. **Commemorative coins (\$50/coin) to be sent/given in the hosted event to key-persons** in the AESS history (Past presidents, Founders, special roles for several years such as BoG secretary, EiC. Senior members) and **executive pens to VIPs** (members with more than 15 years, etc) and outstanding chapters.*

Possibilities for giveaways in conferences: Pens – 2000units → \$300; Wireless Charging Pads – 500 units → \$3,000; Pop sockets – 500 units → \$3,000; Stickers – 2000 units → \$550; Static clings – 500 units → \$350

IMPORTANT TO CONSIDER FOR GADGETS SEND: *Shipping is not included in the price, also not time and labor to track people's e-mails and addresses (logistical challenge)*

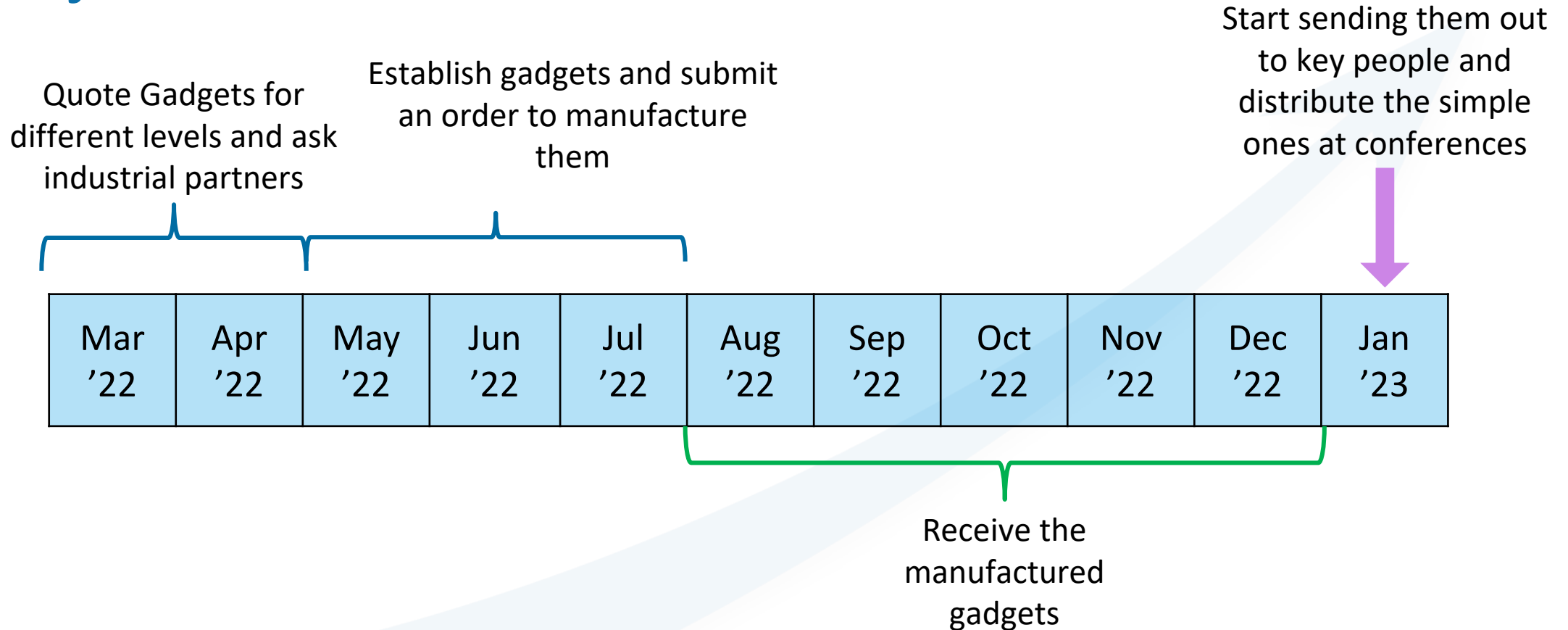
TIME – *To be available by January 16th, 2023 or during the month. Used in financially-sponsored conferences (RadarConf, International Radar, AeroConf, DASC, AUTOTESTCON, others per request)*

PEOPLE – *Member Services, Industry, Finance.*

COST – *TBD. How many key people and VIP's? Is there a list? Who can help?*

IN CHARGE – Amanda, Bob Rassa

Objective #6 – Promotional activities



Objective #6 – 50th AESS anniversary initiatives Commemorative events

Dedicated event at a major conference

IDEA – *To hold a special event at one of the major AESS conferences (e.g. the 2023 TAB meeting series 15-20/02 at the Sheraton New York Times Square in NY) where key-people of the AESS are invited to commemorate the past 50 years and talk about the future.*

PLAN – *Identify people to be invited and a chairman to organize the event.*

TIME – *TBD.*

PEOPLE – *Member Services, Conferences, Finance + key-people of the AESS (**which people? Any suggestions?**)*

COST – *TBD.*

IN CHARGE – **Kathleen, Downing, local committee, Rice, Griffiths, Farina, Wojaczek, Himed (VP Conferences)???**

Objective #6 – 50th AESS anniversary initiatives

Members engagement

Corporate Sponsorship/Partnership Program

IDEA – *To offer exclusive partnership opportunities to one or a few sponsors for our 50th anniversary.*

PLAN – *Depending on what levels we currently have (ex: gold, silver, bronze, etc.) we can offer a few exclusive partnership at a different cost.*

TIME – *Need to be defined until July 2022.*

PEOPLE – *Industry Relations, Member Services, Finance.*

COST – *TBD*

IN CHARGE – *Noble (VP Industry)*

Objective #6 – 50th AESS anniversary initiatives

Promotional activities

50th anniversary promotional video

IDEA – *Create a commemorative video, including interviews of AESS members sharing their vision on the past and the future of the society, also historical facts and events*

PLAN – *Organize the 50th anniversary promotional video to be ready by January 2023 to promote the video during the dedicated event and along the year of 2023.*

• **Ideas for the video:**

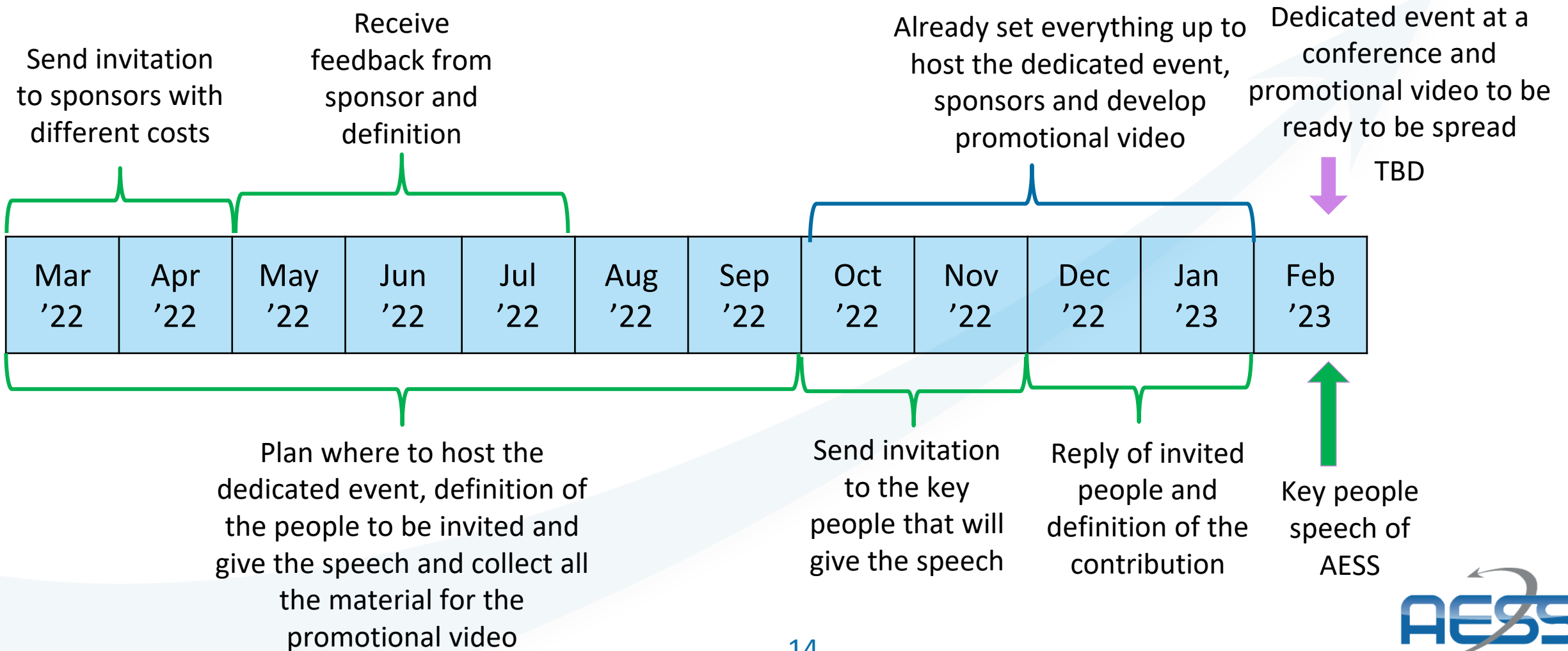
- Mix of speaker interviews and stories about AESS
- B-roll footage from events
- Historical facts

TIME – *To be ready by January 2023.*

PEOPLE – *The entire BoG should be involved in the organization + Hugh + Joe Fabrizio.*

COST – TBD.

Objective #6 – 50th AESS anniversary initiatives



Objective #6 – 50th AESS anniversary initiatives Member engagement

IDEA – AESS “quiz” challenge

PLAN – Medium hard question: *one discursive question monthly (historical-type questions, but could be technical questions). Announce the 6 awards each month virtually and a overall award at the end of the year considering different price levels.*

TIME – *send questions on the beginning of each months and collect the answers at the end of each month*

AWARD –

- \$10 Amazon Gift Card for the 2nd-6th place of each month;

- \$25 Amazon Gift Card for the 1st place of each month;

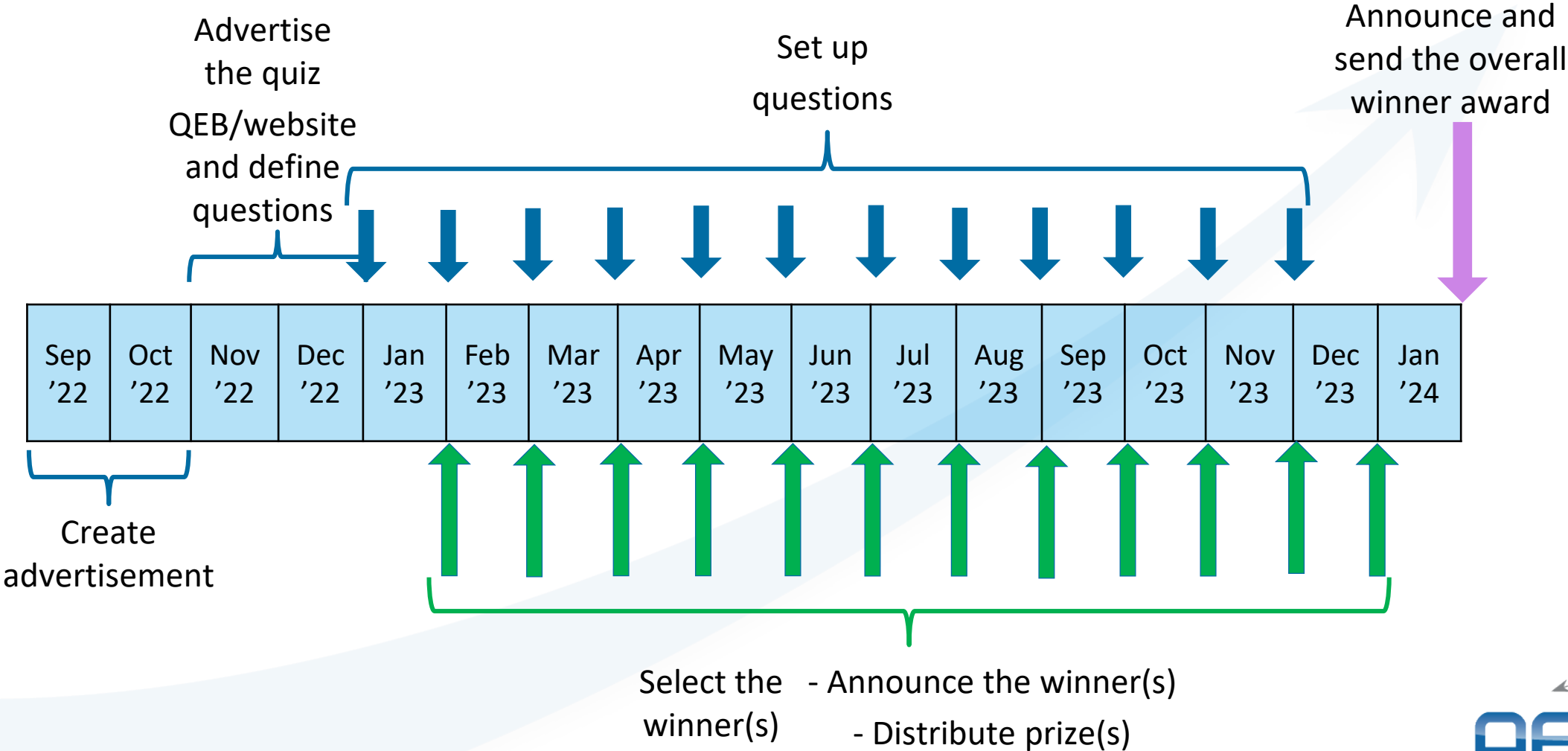
- Overall winner of the year \$100 Amazon Gift Card.

PEOPLE – *AESS BoG to submit questions. Member Service committee to select questions to be used, select the winners and advertise the winners on the website, QEB, etc.*

COST – \$1000

IN CHARGE – Laila/Sarana

Objective #6 – 50th AESS anniversary initiatives



Objective #6 – 50th AESS anniversary initiatives Member engagement

NEXT STEPS

1. *Create advertisement*
2. *Develop discursive questions*
3. *Advertise on the QEB, website and AES magazine --> get attention of the members*
4. *Select and publish the best winner of each month and overall winner on the AES magazine award section or website or both → create more engagement*