

# Strategic Planning - Conferences

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# Strategic Goals (1 of 2)

## 1. Strengthen Conference Financial Practices

- I believe the key is increasing the presence of active AESS members on Conference Committees
  - Look to Chapters for volunteer assistance
  - Align with existing or possibly new Technical Panels
  - Make experienced conference managers available to all

## 2. Increase the number of Financially-sponsored conferences

- potential for new conferences aligned with our technical panels

# Strategic Goals (2 of 2)

## 3. Increase the Conference Surplus returned to AES by 10 percent a year

- This has been a goal. I don't see it as feasible

## 4. Review our practices in Technical co-sponsorship

- We are often one of many Technical co-sponsors (IRS Ukraine, Prognostics and Health)
- Where we are only IEEE sponsor
  - Often pattern is financial in US, technical in Europe
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