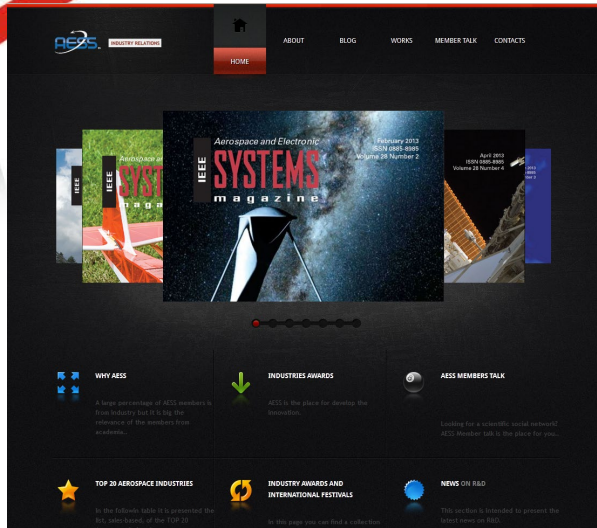


3 year strategic plan: status to date (1/3)



AIRW Website

We have proposed an AESS Industry Relations Website (AIRW) to link to the main AESS website to reach:

- ➔ A better AESS internet visibility,
- ➔ A higher number of possible subscribers.

The main goal for AESS is not only to reach a big number of website visitors but to achieve a high conversion rate.

What are the actions to be performed?

- 1) Conceive a Business Plan for the virtual company AIRW (exploit modern media technology to improve our visibility and make on-line advertisement).
 - 2) Agree a main target to be reached (state a 'reasonable number' for our conversion rate).
 - 3) Select a marketing strategy: i.e. niche exploration, language translations (*Chinese, Spanish, more..*), viral campaign, mass advertising or other.
 - 4) Organize and follow the related advertising campaigns (PPC, PPM, banner, Media mix).
 - 5) Schedule, compose and follow *relevant discussions* on the forum area.
 - 6) Do SEO-SEF adjustments and off site optimizations.
 - 7) Restart from point 1 making adjustments and variations.
- This is an endless iterative procedure to maintain in life the site.

Industry Relations

3 year strategic plan: status to date (2/3)

1) Complete the **AIRW prototype** and install it on the **AESS** hosting.



- ✓ Alfonso has made available for free the AESS Industry Relations Website (AIRW) and sent to Judy S. the CD with the website content. The CD was received the 18 February 2014. AESS webmaster, Brandon Ratzloff, was working on the AIRW (9 April 2014)
- ✓ All the main features have been implemented and setup: AESS member Talk (forum), Job-Collaborations function, ACL: Access Control list system (Users Access Level control), Industry dedicated sections, Informative sections (e.g. patents, awards, news, etc. - unlimited number), Blog, FAQ
- ✓ The AIRW is ready to be uploaded/showed online (before doing this the point 2 should be discussed)
- ✓ Announce the AIRW on the IEEE Systems Magazine



2) Establish an internal procedure to **periodically update** the **AIRW** content.

- Establish responsibilities and roles for editing/updating contents
- Establish funding and roles for AIRW website maintenance (webmaster). Last meeting actions list (31/January/2014), has reported: "*Conference Catalysts will be taking care of this. If there are potential increases in upkeep, Conference Catalysts will inform BoG.*" [TBC]
- Consider the opportunity of translating part of or all the documents
- Investigate desirable benefits for Asian members (Create logos and special acknowledgements for online members [TBC])
- Upload of the *Library with the best papers* (awarded/most downloaded) and link to other library sources
- Upload of the *Library with best patents*
- Populate Forum areas with relevant argumentations and import off-line discussions



3) Establish **strategic partnerships** with relevant industries and industrial organizations US-based and Europe-based. This will entail identifying issues and services of interest to each.

Ideas to be considered might include: (i) group membership deals (payment through AIRW), (ii) specific training/education packages (download through AIRW), (iii) agreed sponsorship by industry of conferences, (iv) AESS/industry awards. The partnerships should be in place by the end of 2014.

- Setup payment methods for online subscriptions (**in charge to the designed Webmaster**)
- Evaluate possible information packages to upload (**all** [TBC])
- All the companies interested will be invited to maintain their own blog space: a space for their own announcements (news, workshops, conferences,...) and requests of collaboration. **President could kindly send invitations** [TBC]

Industry Relations

3 year strategic plan: status to date (3/3)

4) **Industry funded CSR (Corporate Social Responsibility) projects:** Industry to allocate projects, per company, per year, that are funded by the company to AESS members who will bring technical resources to help improve the lives of **in-need citizens of developing nations**. The concept is that the challenge of a country, could be solved using the know-how and expertise of voluntary AESS members which will be supported by the industry. Official announcement and solicitations through AIRW.



5) **Tradeshows and Events:** to allocate a designated space and presence for one AESS member/representative (with possible industry support) during tradeshows sponsored by supporting companies. For AESS it's an opportunity to get access to a market of potential members and for the industry it is recognition of being associated with the AESS professional organization.



To investigate together possible collaborations/actions for upcoming "Festival della Scienza" in Genoa <http://www.festivalscienza.it/site/home.html> (24 October-2 November 2014) and **USA Science Festival** <http://www.usasciencefestival.org>, Europe Science Festivals as well.

Official announcement and solicitations through AIRW.

6) Introduce a **specific Industry feature in the AES Systems Magazine**. The detail of this needs discussion and refinement, but it might take the form of a piece in each issue about a specific company, describing its business and its relationship with AESS. Official announcement and solicitations through AIRW.



Last meeting actions list, has reported: "*Bob Lyons/Alfonso Farina/Judy Scharmann - Address the editors of IEEE Spectrum to also include aerospace interests.*"

Make aware scientific authorities of Government and international organizations about IEEE and specifically about IEEE-AESS.

Official announcement and solicitations through AIRW.



7) Looking for cooperation with the other Officers of the BoG.