

Business Summary: 2010 IEEE Conferences

Panel of Conference Organizers 22 July 2011

Susan Root

Director, Conference Business Services

s.root@ieee.org

IEEE Global Conference Business In 2010 IEEE...

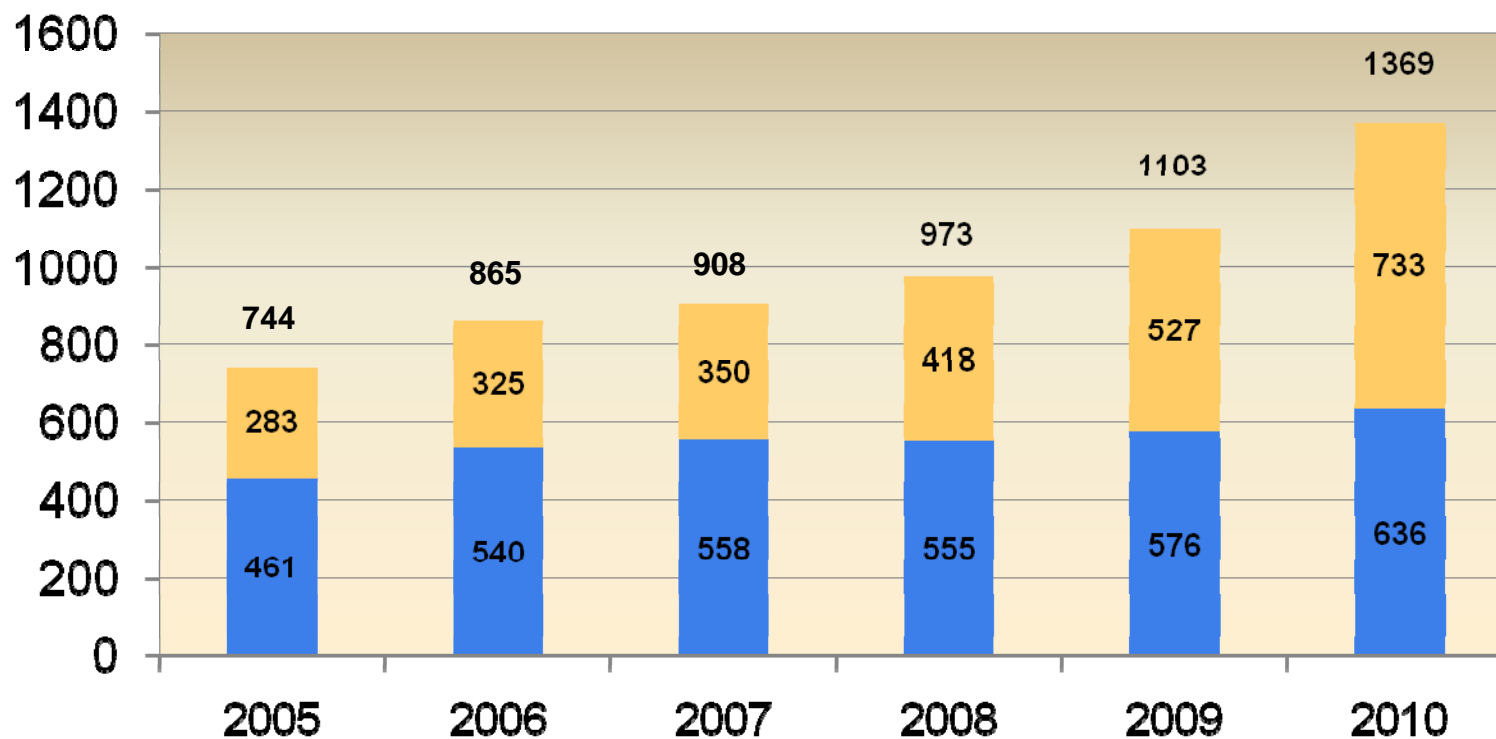


- Sponsored **1369 conferences**
 - 636 financially sponsored
 - 733 technically co-sponsored
- In **79 countries** (78% in R7-10)
 - 61% financially sponsored conferences held in R7-10
 - 93% technically co-sponsored conferences held in R7-10
- Partnered with over **1100 non-IEEE entities**
 - 73% of all IEEE Conferences are co-sponsored
- Touched over **485,962 attendees**
- Acquired over **1248 conference proceedings**
- Generated **\$138 million in revenue**

2010 Conference Business Highlights

- Growing, Vibrant Business
 - 24% increase in the total number of conferences
 - 10.5% increase in financially sponsored events
 - 39% increase in technically co-sponsored events
 - most growth in Regions 8 and 10
 - 11% increase in proceedings acquisitions
 - 11% increase in revenue to IEEE
- 2011 is on track to exceed 2010!

Total Number of IEEE Conferences



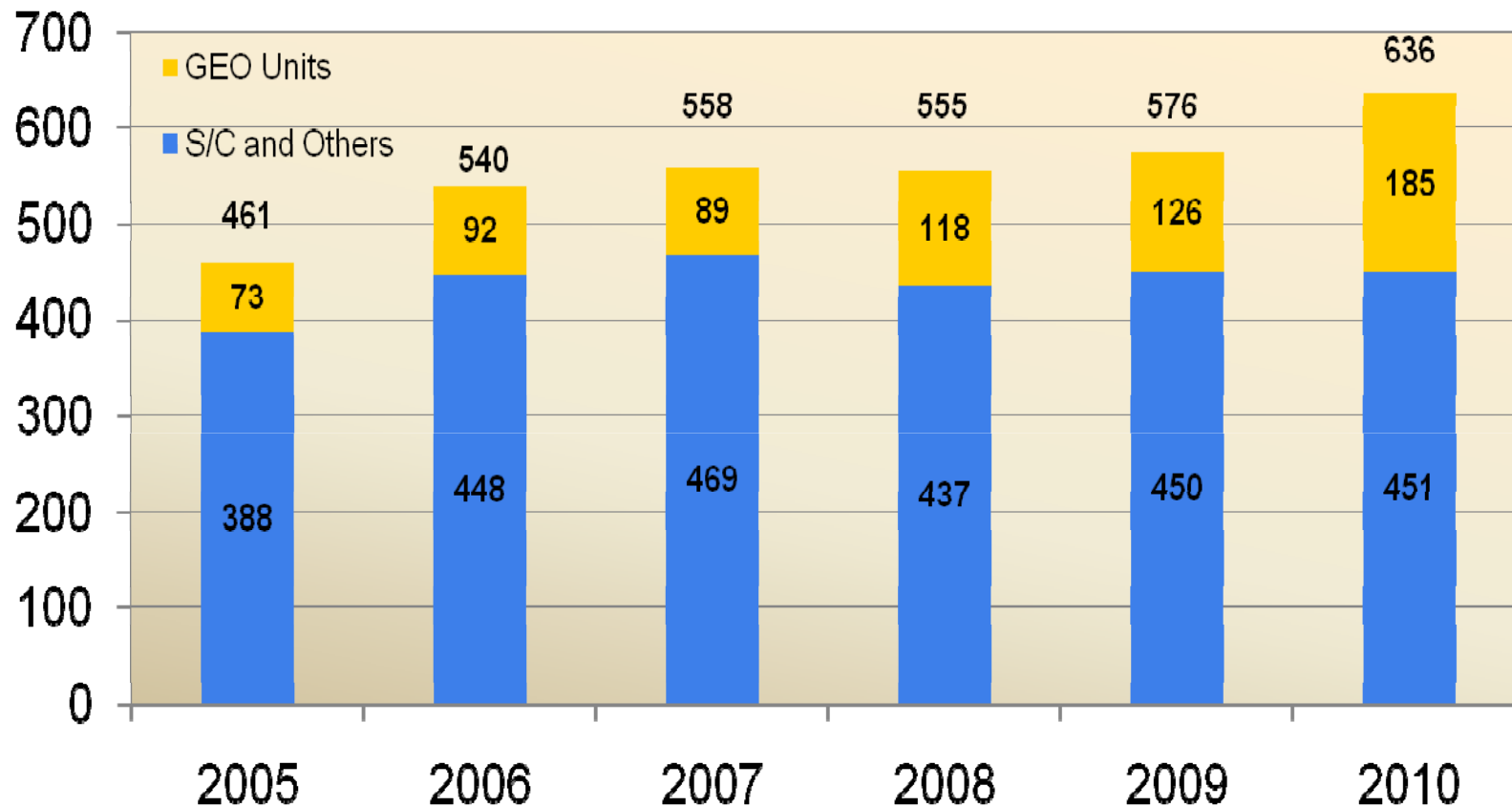
Financially Sponsored

Technically Co-Sponsored

38% Growth from 2005 - 2010

159% Growth from 2005 - 2010

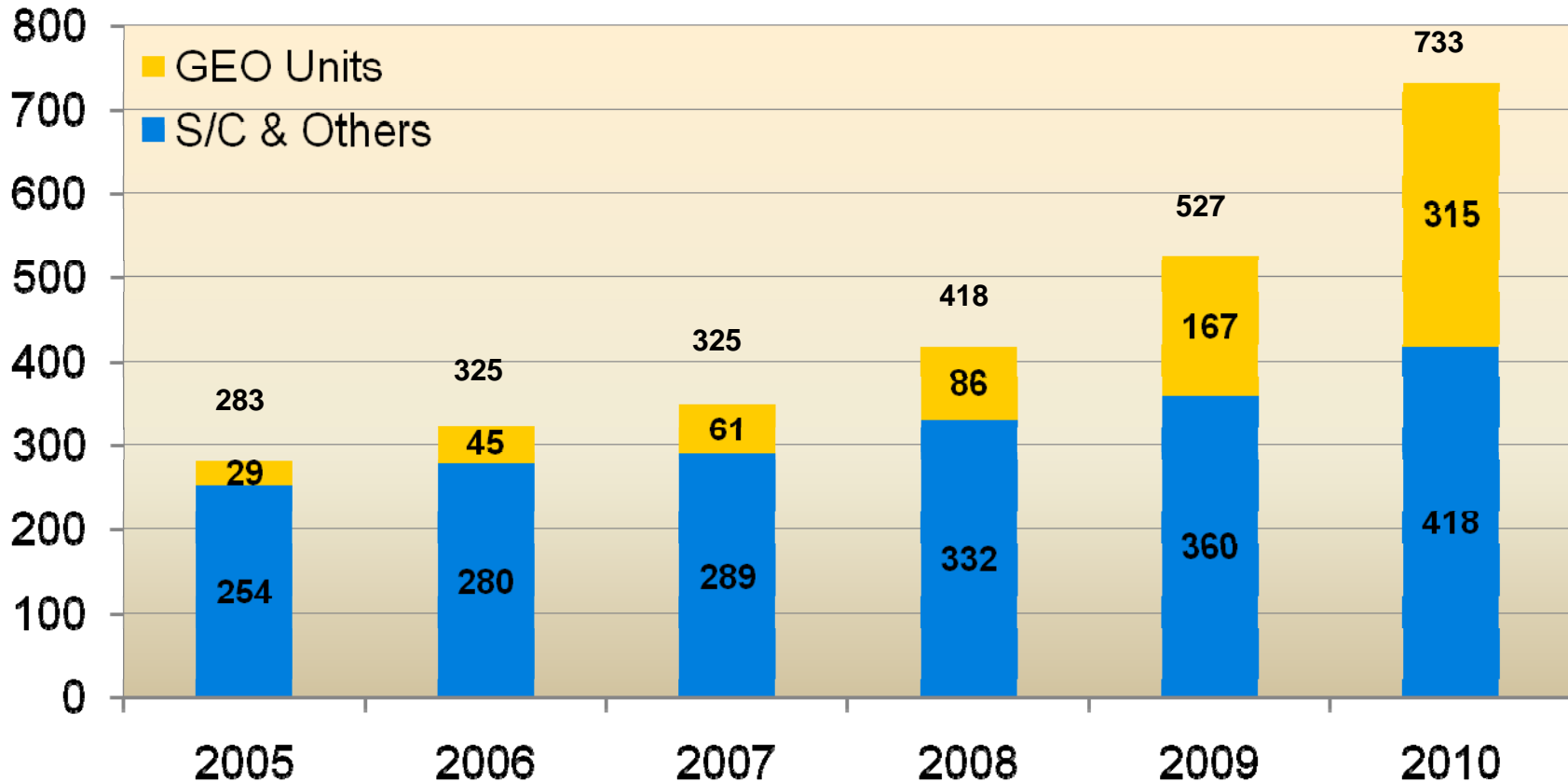
IEEE Financially Sponsored Conferences by Societies/Councils and MGA



~ +16.2% Growth since 2005 in Society/Council financial sponsorship

~ +153.4% Growth since 2005 in MGA financial sponsorship

No. of IEEE Technically Sponsored Conferences

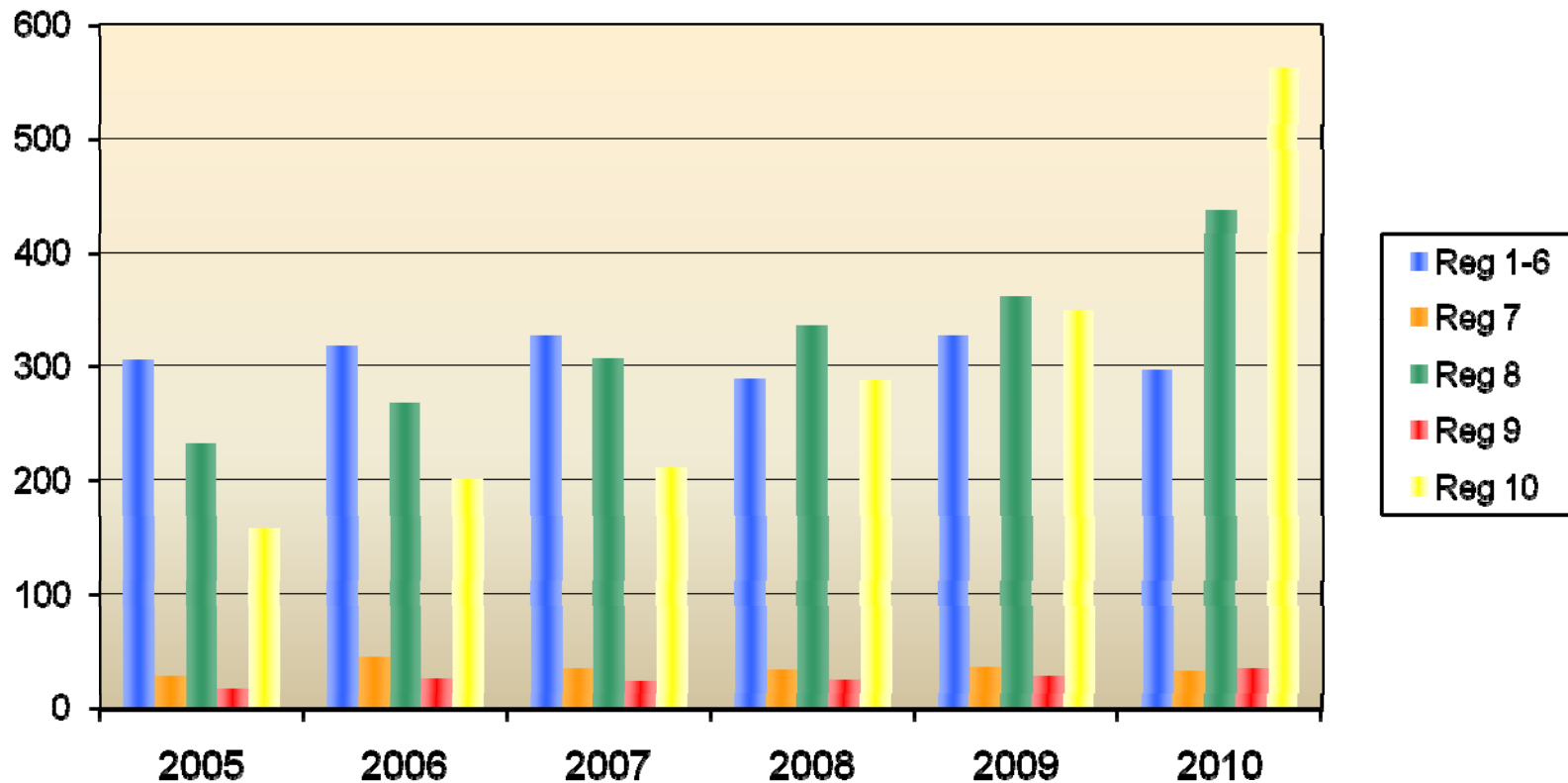


~ +64.5% Growth since 2005
in S/C technical sponsorship

~ +986% Growth since 2005 in
MGA technical sponsorship



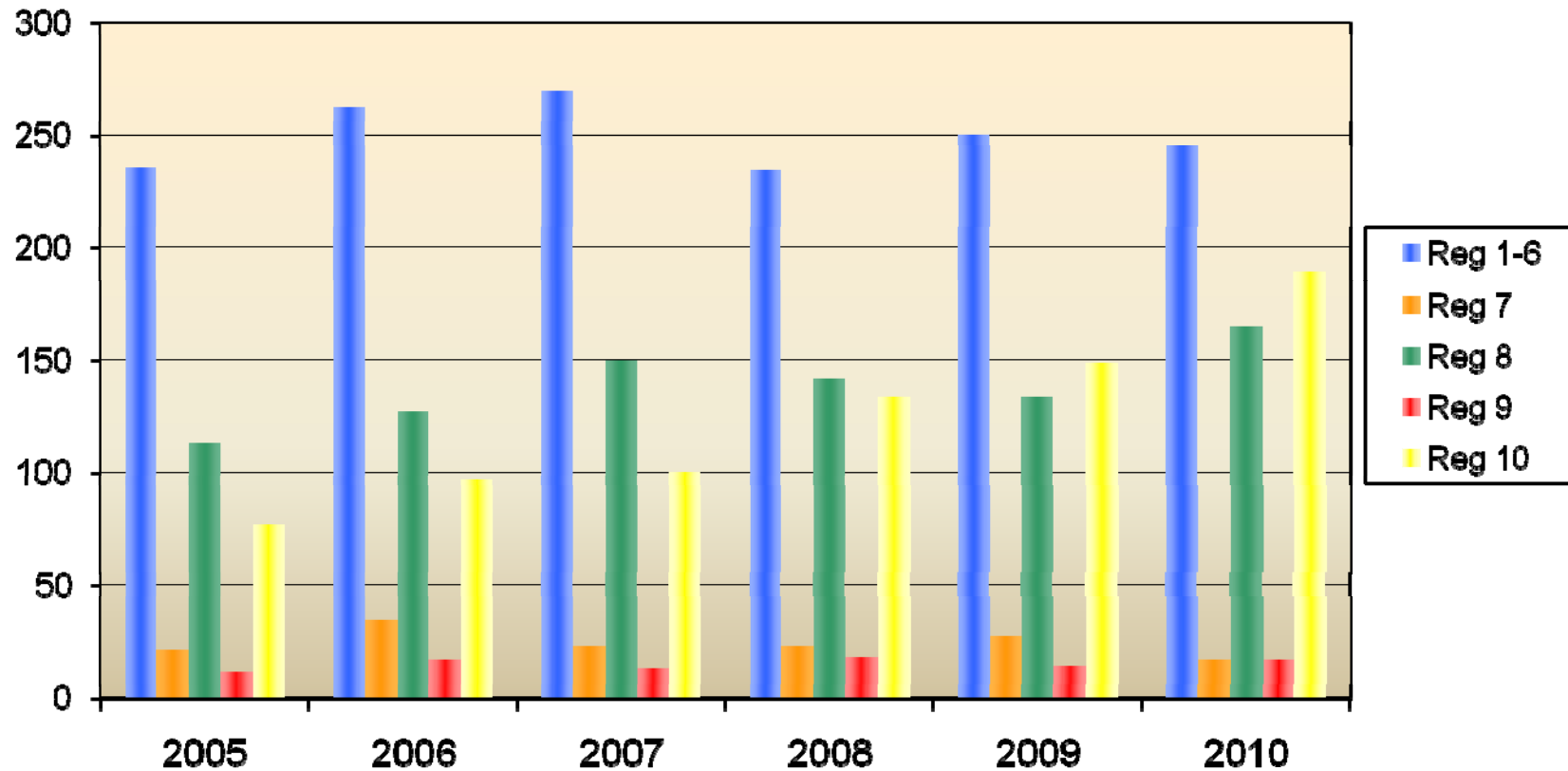
Number of Conferences by Region



Regions 7–10 Represent 78% (and Growing...)

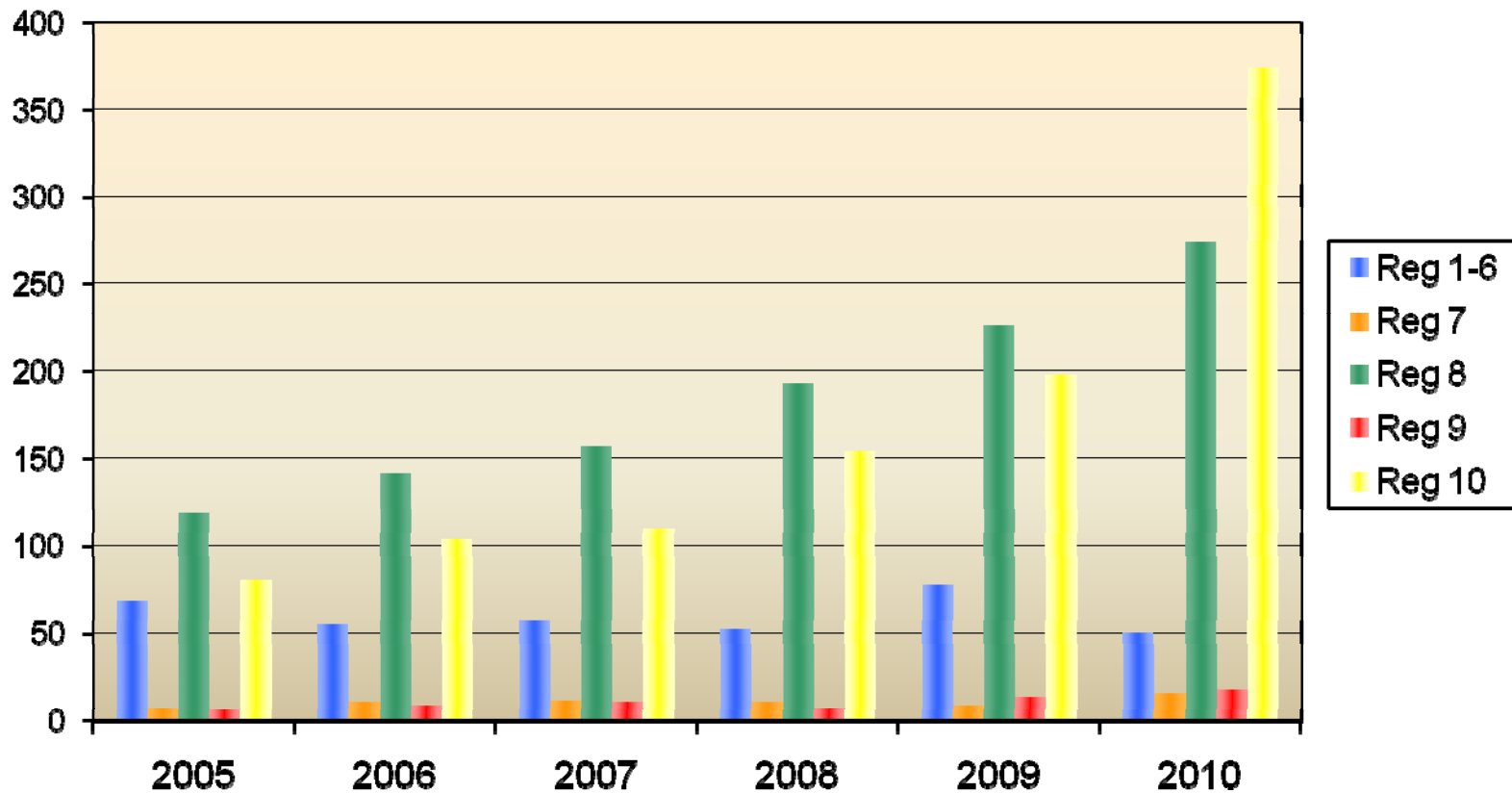
Number of Conferences by Region

Financially Sponsored Conferences



Regions 7–10 Represent 61% (and Growing...)

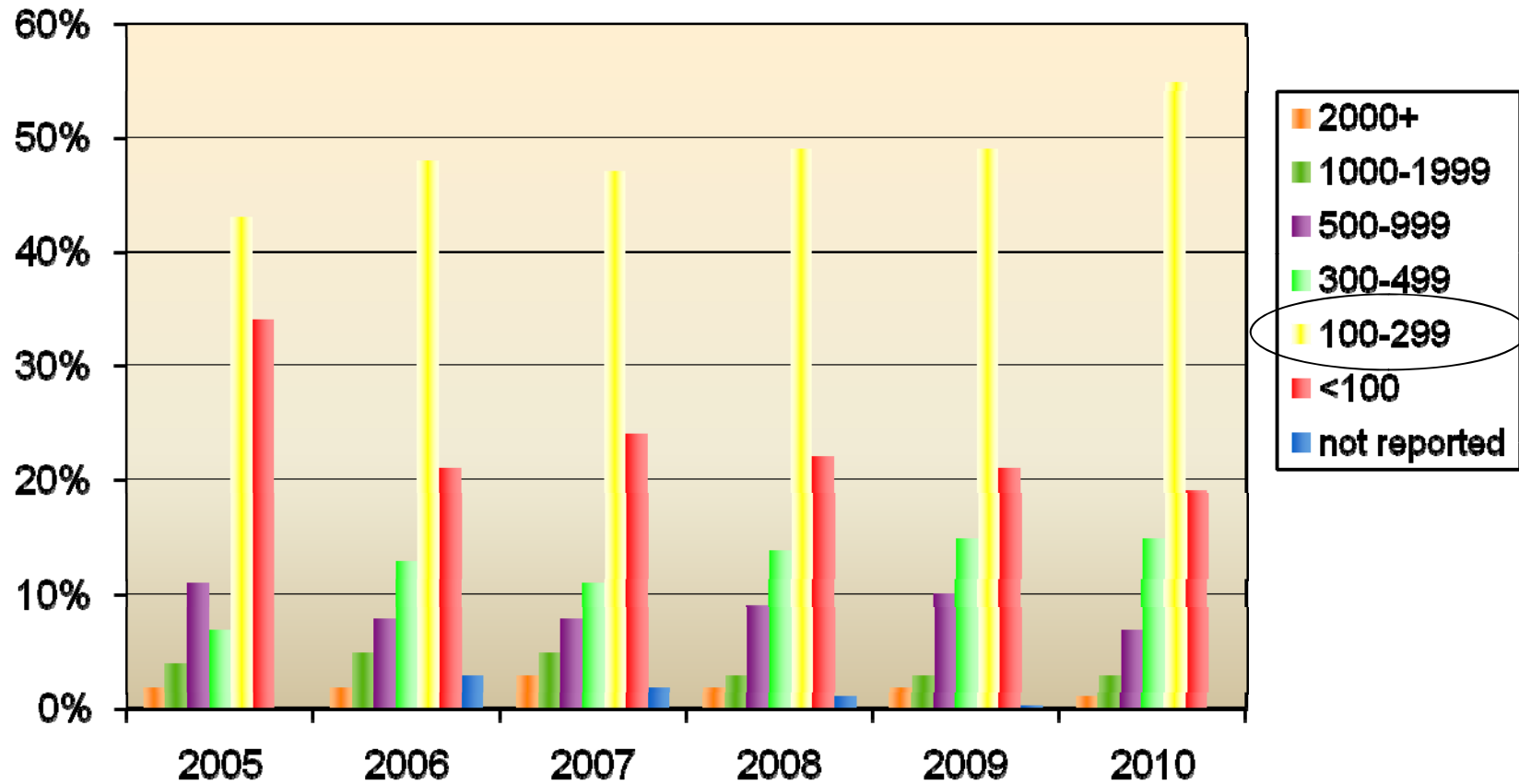
Conferences by Region Technically Co-Sponsored



Most Significant Growth in Region 10 – 89%+

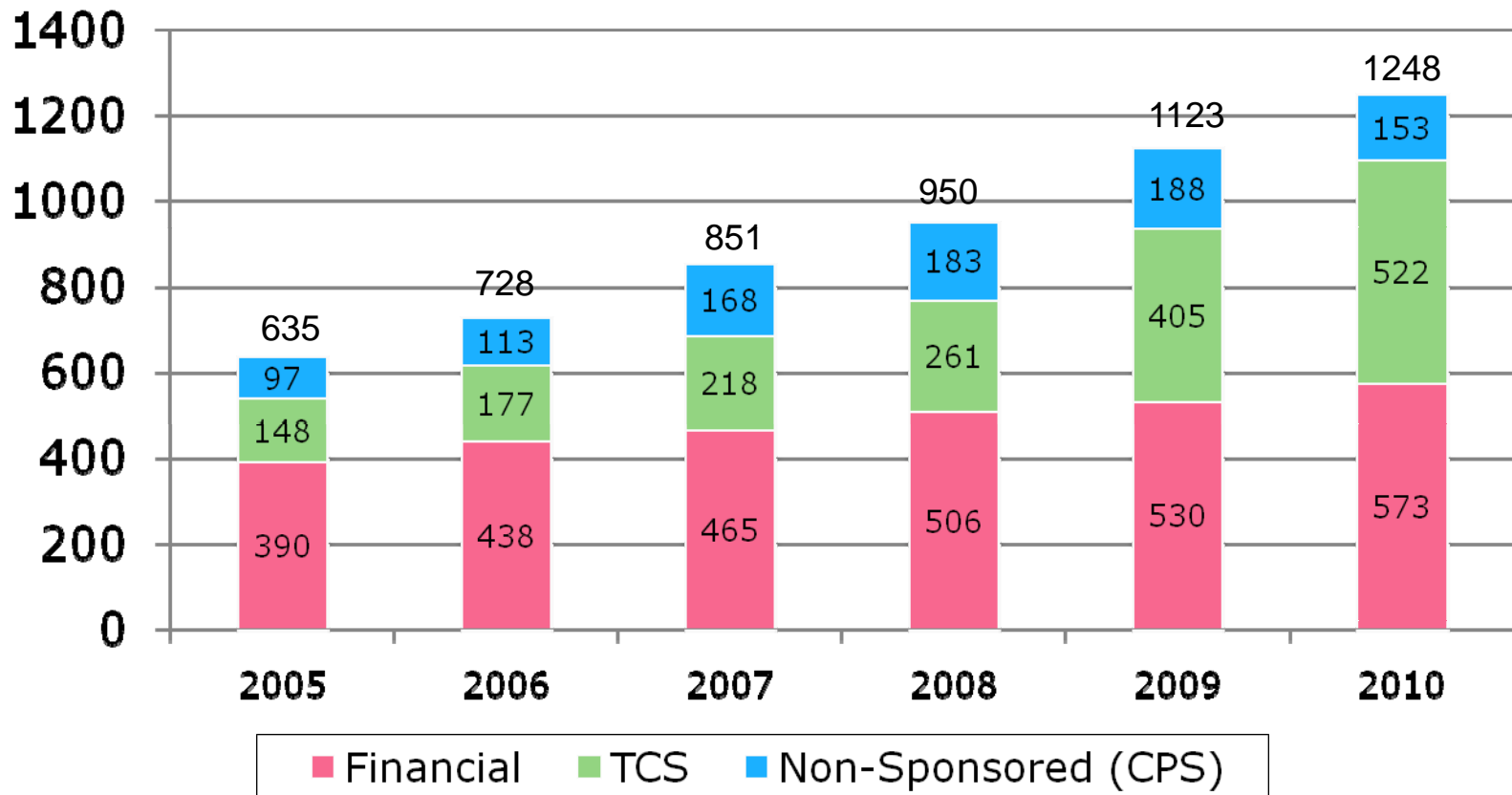
Conference Size by Attendance

IEEE Sponsored/Co-Sponsored Conferences

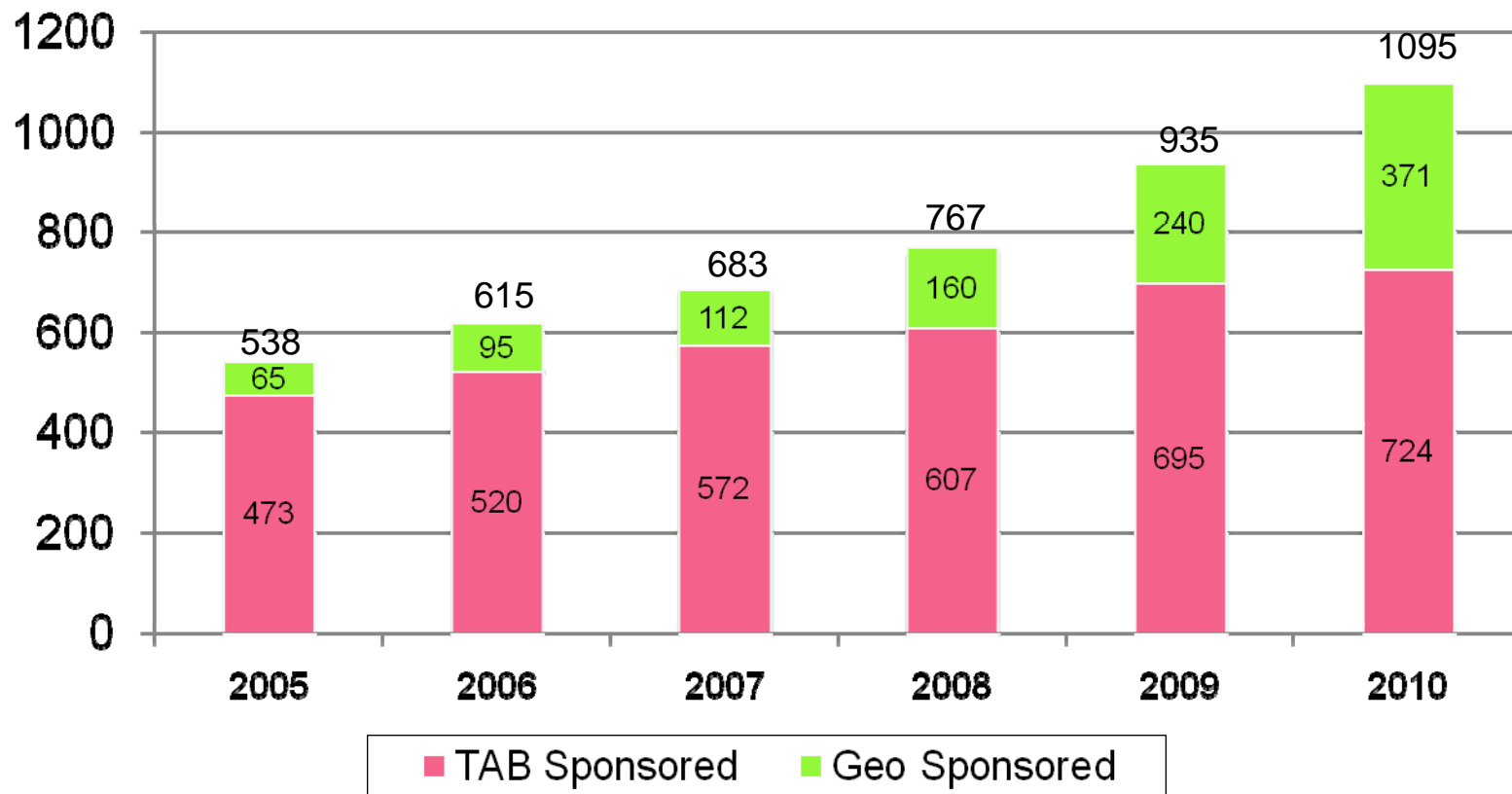


20-Jul-11

Conference Proceedings Acquired *By Conference Year*



Conference Proceedings Acquired *By Conference Year*



IEEE Conference Business Mission

- To provide forums that facilitate the identification, creation, capture and exchange of scientific and technological knowledge that benefits members, the profession, and humanity.

Strategic Objectives 2011-13

- Become a **trusted strategic partner** of IEEE's conference organizers by transforming from a compliance-based, operational-centric organization to a customer-focused team
- **Consciously grow** the conference business (i.e., revenue, profitability, volunteer engagement, etc.) by proactively managing the business
- **Expand the IEEE brand** strength and presence through continued industry-leading conference events and by developing new conference models and new strategic relationships
- **Increase conference satisfaction and value** for members and all technical professionals

Focus on the Future

- Transformative Change
 - Infrastructure to provide service (ICX)
 - Service and support to Organizers
 - Including strategic vendor partnerships
 - Collaboration across IEEE OUs
- Supporting Our Global Business
 - Shift outside North America
 - Be aware of sensitive political issues
 - Areas of rapid growth/emerging markets

Focus on the Future

- Ensuring Technical Quality of Conferences
 - Address quality at the source - front end
 - International expansion challenges
 - Language – English as a second language
 - Numbers of available reviewers
 - Financial and banking support
- Protecting the Assets of IEEE
 - Brand
 - Intellectual property
 - Finances

Positioning Ourselves for the Future

- We are modeling our strategy, operations, products and services to meet needs of the business
- We need your feedback, questions and concerns
- You are the foundation of the IEEE conference business!

Questions?

Thank You

Susan Root

Director, Conferences Business Services

s.root@ieee.org

Office +1 732 465 6607

Mobile +1 732 379 8283

IEEE Conference Vision Detail

- Be the organization that world leaders, members, customers and the general public turn to for technical information exchange forums (meetings, conferences, online discussions, etc.)
- Define and be recognized for not to be missed events that deliver latest scientific and technological developments, educational experiences and networking opportunities in a state of the art environment
- Offer the space (physical or virtual) and content (articles, surveys, etc) that enables viral communities to create new opportunities for research, products and solutions