



IEEE Communications Society

Membership Marketing

Recruit • Retain • Renew • Recognize

ComSoc Regional Chapter Chairs Conference
John Pape, Marketing Manager,
Istanbul, June 2006



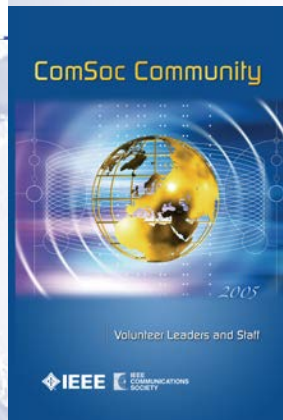
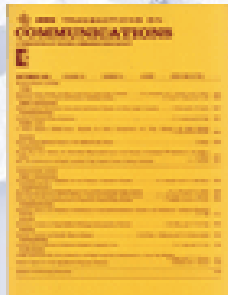
IEEE Communications Society

Membership marketing issues

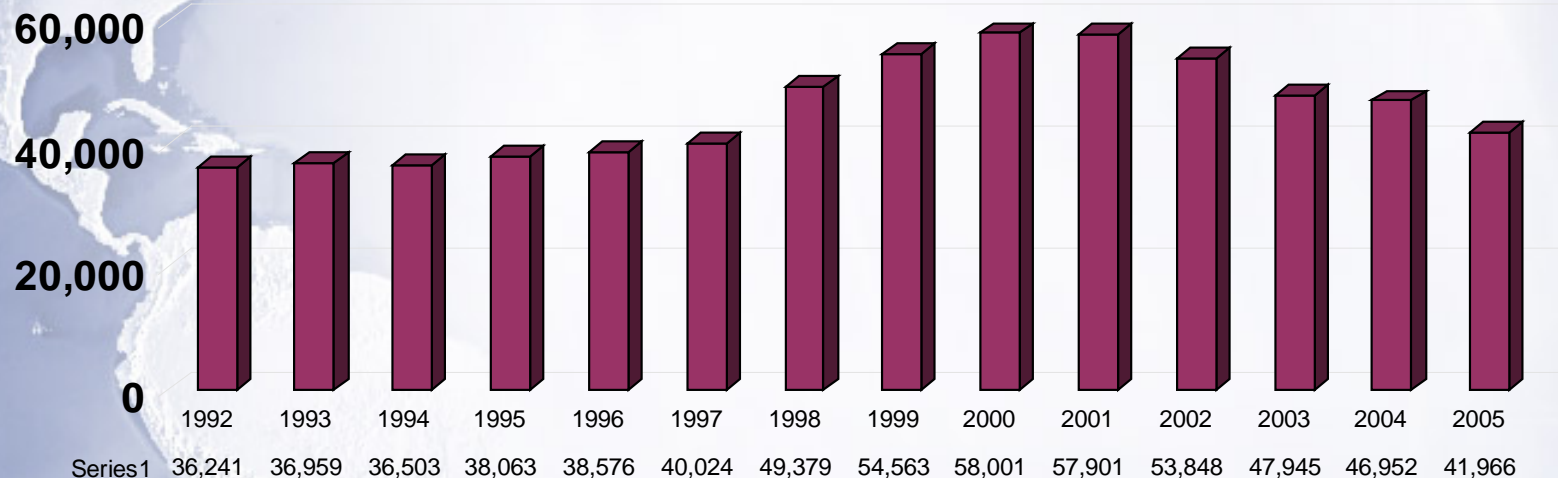
- Telecommunications Industry stabilizing after bubble?
- ComSoc US membership in minority
- Changing demographics, industry, needs?
- Member retention challenges
- Electronic subscription migration
- Budget restrictions
- Declining response

Marketing

250+ marketing projects per year



ComSoc Membership 1992-2005

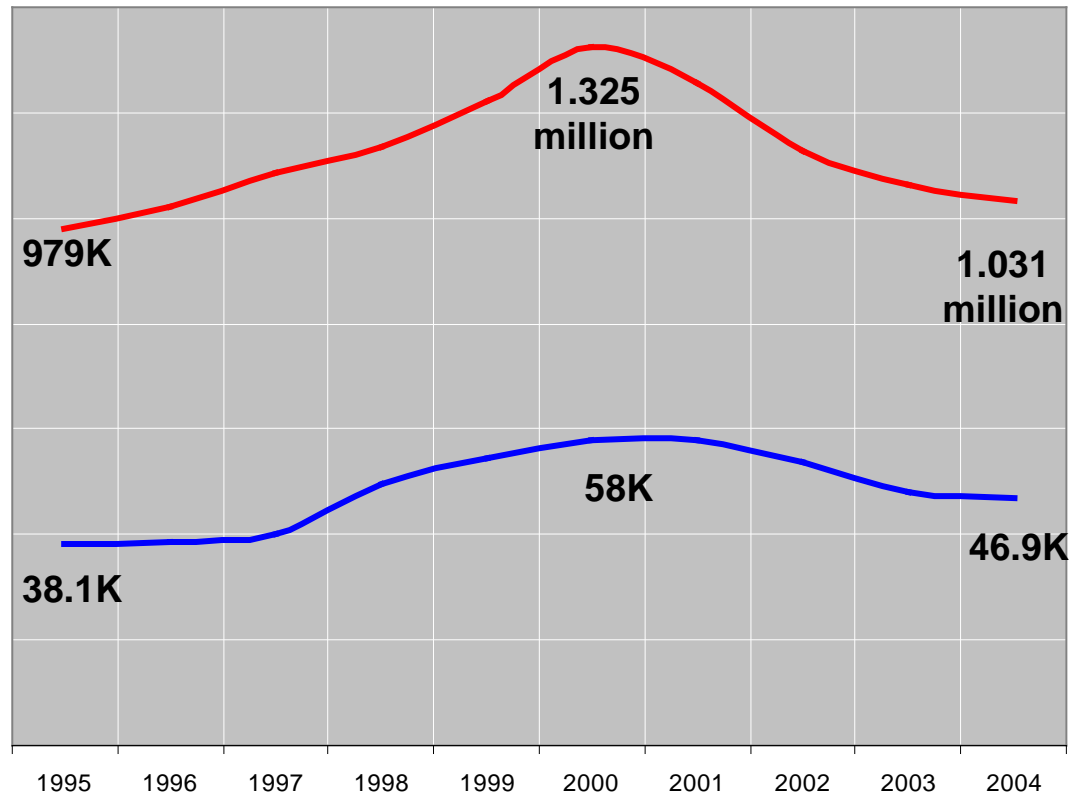


- *Most members: 62,390 --- September 2001*
- *End of 2005: 41,966 (-10.6% from 2004)*

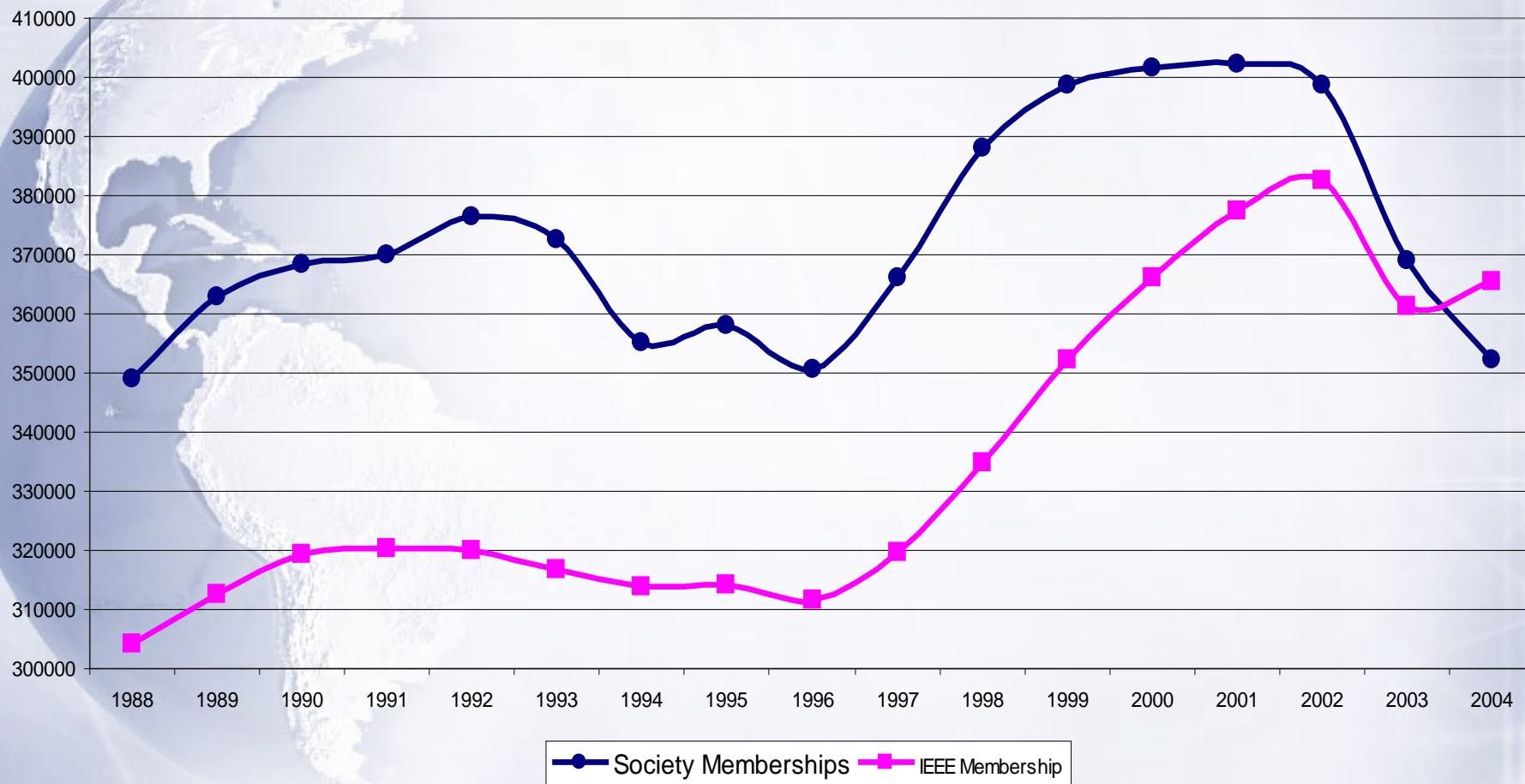
Telecom vs ComSoc

US
Telecom
Industry

IEEE
ComSoc

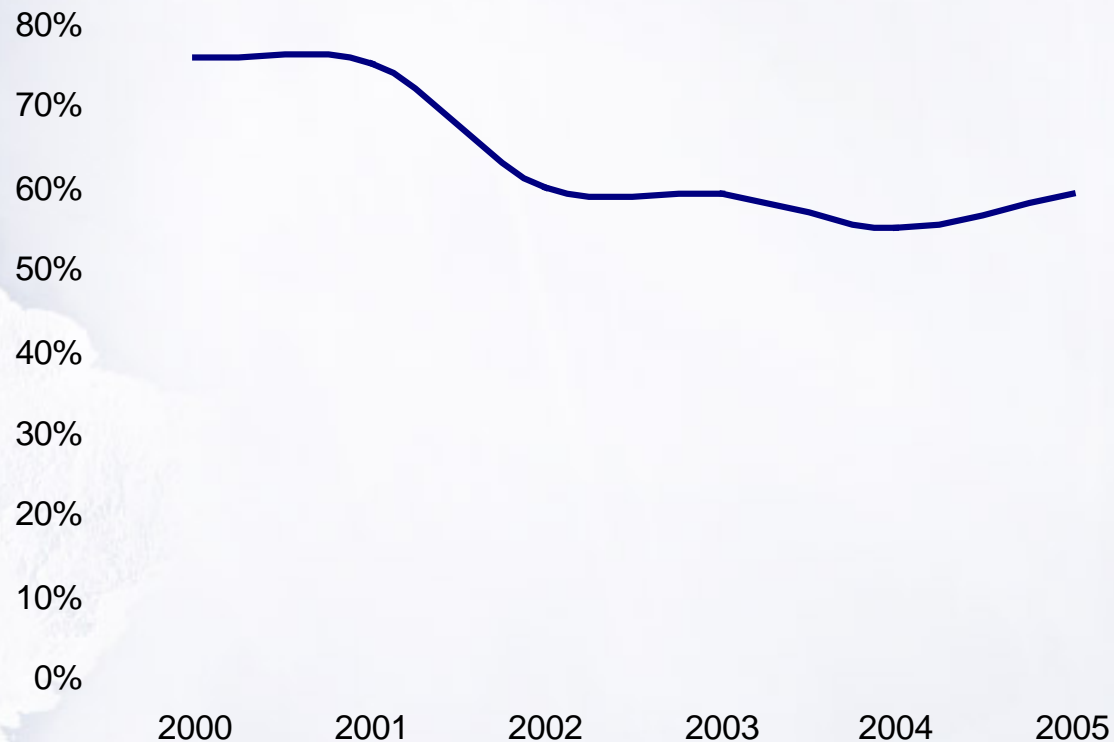


IEEE Society Memberships - Long Term Trends

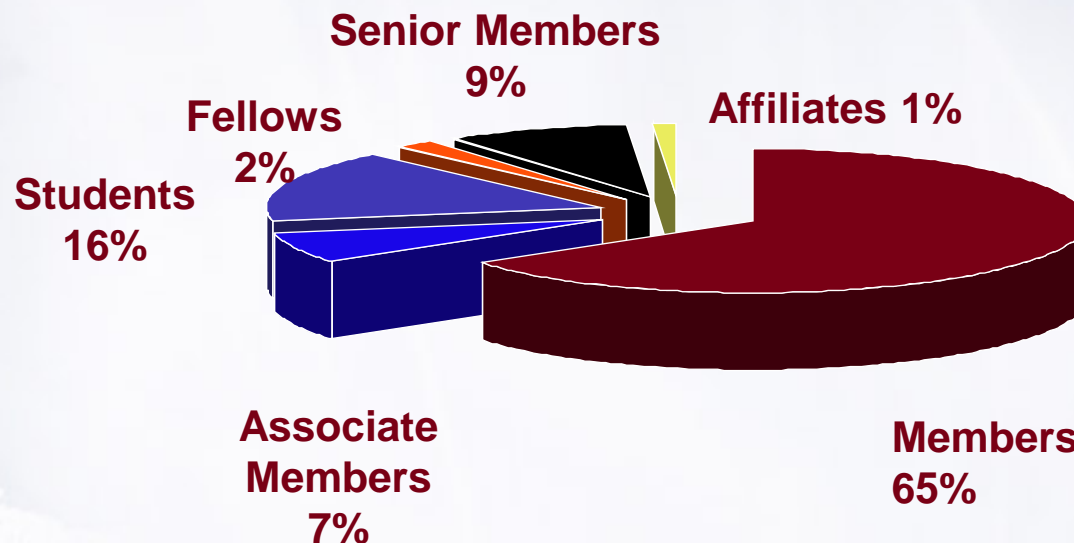


Source: Mary Ward Callan, TAB

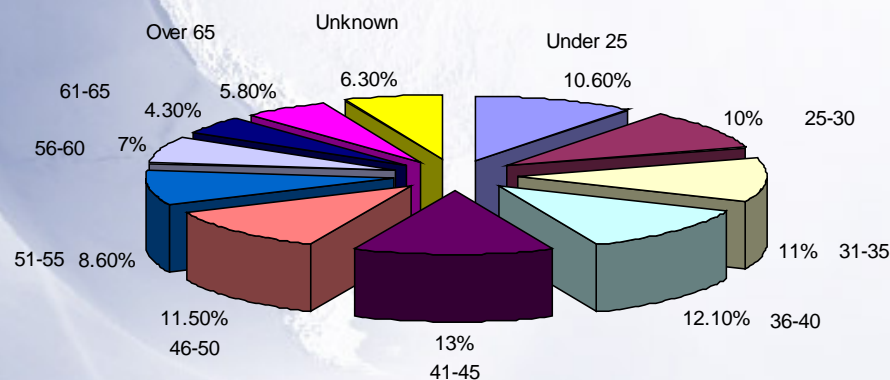
ComSoc Member Renewal Rates 2000-2005



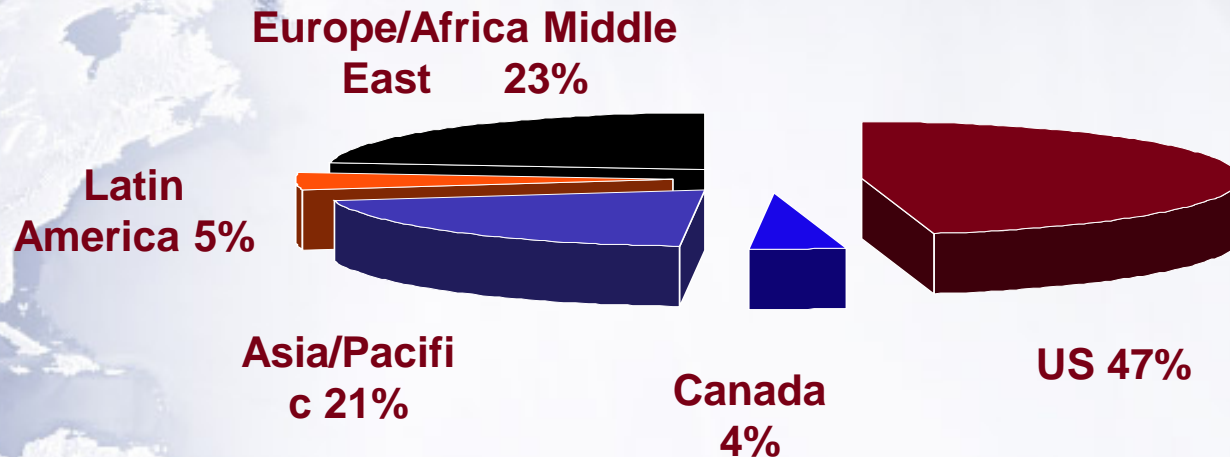
Members by Grade



Members by Age



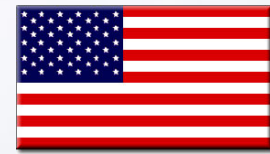
Where Members Live



US Membership Decline

- Sept 2001 US membership - 35,000
- Dec 2005 US membership - 19,700

Off 44%

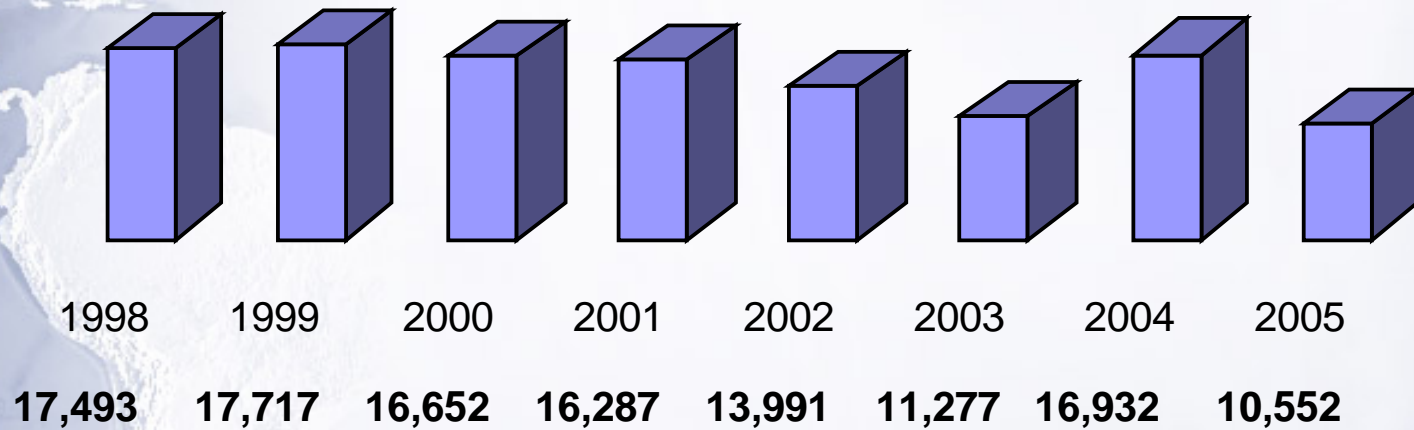


- Sept 2001 non-US membership - 28,000
- Dec 2005 non-US membership - 22,000

Off 22%



New Members



Membership

- **Recruiting** - various print and e-mail direct response campaigns, trade shows; free book premium; conference support; monthly new IEEE member e-campaign; www updates; sister society CD; local chapter support; posters; cover wraps; history book; Society PowerPoint presentation, back office coordination
- **Retaining** - ComSoc Community Directory, new member kit, surveys; bi-weekly new member e-message; e-News; Book of the Month; Top Ten usage data; Optional pubs, DL; pubs special offers; ComMag ads, volunteer support; Technical Committee conference brochures; distinguisher lecturer tours; pins, pens, premiums; conference e-mail support; discounts; DL, CommOntology, My ComSoc; Ten Tips
- **Renewing** - Direct e-mail campaigns to non-renewals, coordinate with TAB; TN Special offer, exclusive premium offer
- **Recognizing** - Awards; SM e-mail message; new fellow letter; 10, 20, 25 year certificate/gift; student grants

Membership Campaigns

- October/November -- Full year membership campaign (IEEE & ComSoc). Brochure, letter from president, membership application. Sent to current ComSoc members, IEEE members with appropriate technical profile, and prospective members, i.e. non-member conference attendees.
- March - Affiliate member $\frac{1}{2}$ year campaign to former members who have dropped both IEEE and ComSoc
- March-Summer -- $\frac{1}{2}$ year free campaign to select non-ComSoc IEEE members.
- April/May - Affiliate/IEEE/ComSoc $\frac{1}{2}$ year campaign to prospective members (non-IEEE)
- All year - Recruiting at exhibits - conferences and trade shows.
- All year - Opportunistic mini campaigns, i.e. Military issue of ComMag sent to MILCOM attendees (Letter, Mag issue, member application)

IEEE Communications Society

ComSoc $\frac{1}{2}$ year free campaign renewal analysis

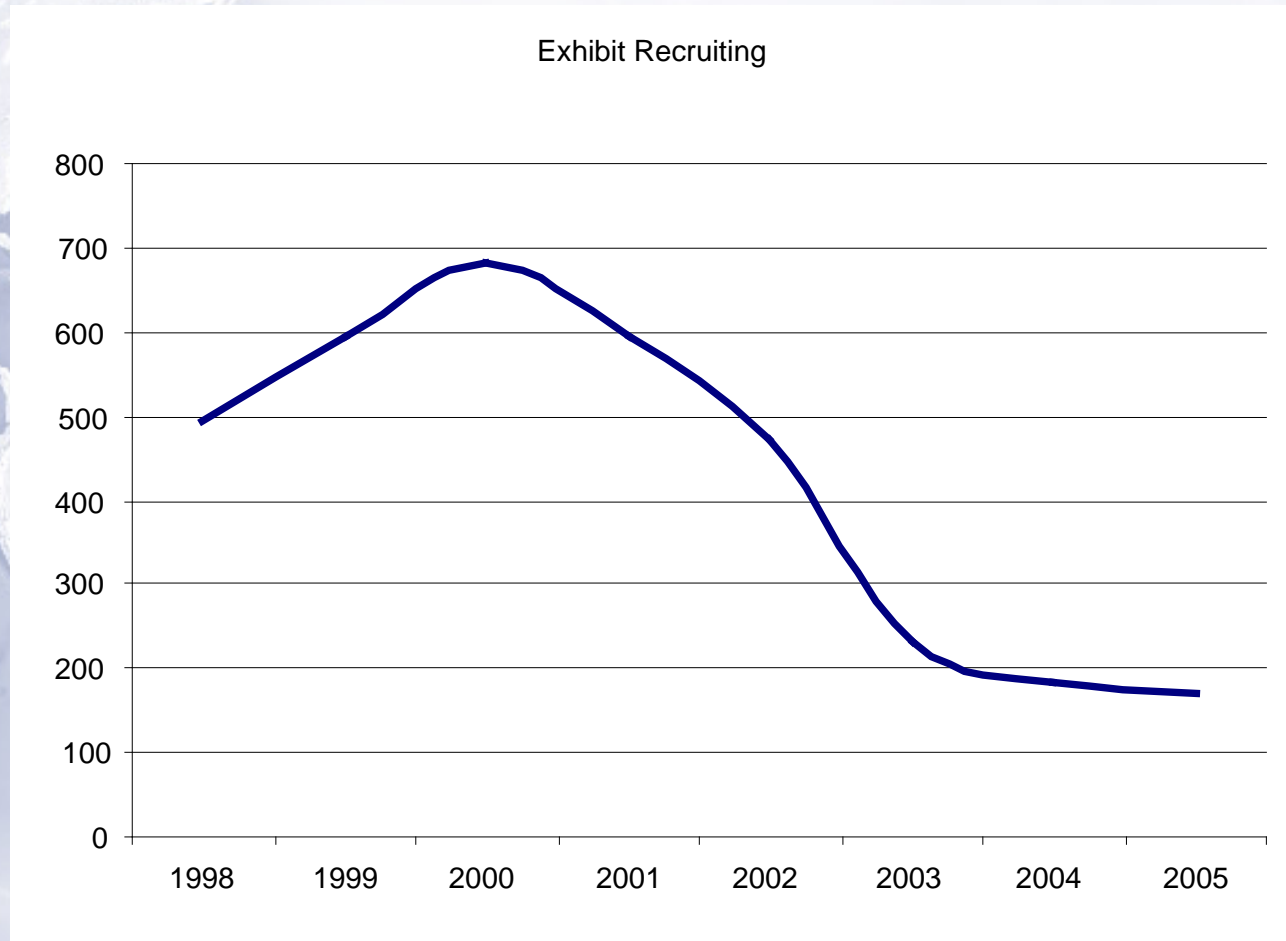
Years	1998	1999	2000	2001	2002	2003	2004	2005
Response	10756	11063	9423	10419	10020	9676	14335	11255
Renews								
98		4643	3313	3028	2426	2181	1627	1565
99			4286	2565	2090	1978	1266	1158
00				3938	2184	1827	1370	1131
01					3649	1859	1401	1241
02						2086	1357	1308
03							2289	1347
04								2352
Paid Totals		4643	7599	9531	10349	9931	9310	10102

Conference/Trade Events for Communication Society

<i>2007</i>	<i>Event</i>	<i>Location</i>	<i>Space</i>	<i>Reps</i>
<i>1/11-13</i>	<i>IEEE CCNC</i>	<i>Las Vegas</i>	<i>Table</i>	<i>none</i>
<i>3/11-15</i>	<i>IEEE WCNC</i>	<i>Hong Kong</i>	<i>Table</i>	<i>TBD</i>
<i>3/18-22</i>	<i>TelecomNEXT</i>	<i>Las Vegas</i>	<i>Booth</i>	<i>JP</i>
<i>3/25-30</i>	<i>OFC/NFOEC</i>	<i>Anaheim</i>	<i>Registration</i>	<i>JP/ES</i>
<i>3/26-29</i>	<i>IEEE ISPLC</i>	<i>Pisa</i>	<i>Table</i>	<i>none</i>
<i>3/30-4/3</i>	<i>CTIA</i>	<i>Las Vegas</i>	<i>Booth</i>	<i>JP</i>
<i>4/18-20</i>	<i>IEEE DySPAN</i>	<i>Dublin</i>	<i>Table</i>	<i>TBD</i>
<i>4/30-5/2</i>	<i>Sarnoff</i>	<i>Princeton</i>	<i>Table</i>	<i>TQ</i>
<i>5/6-12</i>	<i>IEEE INFOCOM</i>	<i>Anchorage</i>	<i>Table</i>	<i>none</i>
<i>June</i>	<i>IEEE SECON</i>	<i>SanDiego</i>	<i>Table</i>	<i>none</i>
<i>6/24-28</i>	<i>IEEE ICC</i>	<i>Glasgow</i>	<i>Booth/Table</i>	<i>JP</i>
<i>September</i>	<i>IEEE PIMRC</i>	<i>Athens</i>	<i>Booth</i>	<i>JP</i>
<i>10/29-31</i>	<i>MILCOM</i>	<i>Orlando</i>	<i>Booth</i>	<i>JP</i>
<i>11/26-30</i>	<i>IEEE GLOBECOM</i>	<i>DC</i>	<i>Booth/Table</i>	<i>JP</i>

Possible appearance with main IEEE exhibit: ALA Midwinter & June SLA

Trade Show Recruiting



IEEE Communications Society

IEEE/ComSoc Marketing/Product Experiments

- Three-tier conference registration
- Affiliate membership through conference registration
- Corporate Membership development (on hold)
Waiting for IEEE definition and working on our own value proposition for companies
- Webinars
- Certification initiative investigation
- Member www space/alias
- ComSoc/Wiley Book of the Month
- IEEE.tv (Technology Discourses)
- Best of the Best; Pocket Guides
- Other services/products like DVD set ?



IEEE Communications Society

IEEE ComSoc Pubs Usage

ComSoc Pubs Xplore Usage April 2006

Xplore Rank		Pdf views
11	<i>Communications; IEEE Transactions on (10)</i>	57,117
13	<i>Communications Magazine; IEEE (13)</i>	51,199
19	<i>JSAC (19)</i>	46,973
28	<i>Wireless Communications; IEEE Transactions on (33)</i>	29,165
35	<i>Communications Letters; IEEE (37)</i>	23,250
66	<i>Communications; IEEE Transactions on [legacy; pre - 1988] (47)</i>	12,363
73	<i>Network; IEEE (74)</i>	10,863
74	<i>Wireless Communications; IEEE (66)</i>	10,830

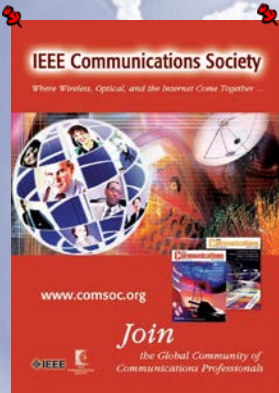
April 2005 255,742

April 2006 241,760

ComSoc Chapter Promotion Tools



Tools to help you keep your members, attract new members, and support your activities



- **Online assistance** ComSoc information -- CommOntology and Digital Library -- forms and links for updating records and conducting transactions -- ComSoc hosts your Chapter's www site/chapter content
- **Literature, visual aids** Membership Applications -- Society Brochure - Directory -- Sample copies -- Publication Promotions - Posters -- Special Offers - Premiums - Brief History of Communications - PowerPoint Presentation
- **Database help** E-mail addresses in text or Excel format -- Address labels for Chapter members -- Other database information
- **Chapter Visibility** *Communications Magazine* - Global Communications Newsletter (Carole Swaim) -- E-News - <http://www.comsoc.org/e-news/index.html>

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