

Conference Organizer Newsletter

ICASSP 2011 – Děkuji Praha

By V. John Mathews

Thank you Prague! Prague is a beautiful and historic city. It was a wonderful host for 2011 ICASSP; I only wish I could have spent more time as a tourist. Unfortunately, as has been the case the last few years, my time in Prague was spent mostly in meetings.

The ICASSP 2011 team headed by **Petr Tichavský**, **Jan Černocký** and **Aleš Procházka** did an excellent job. ICASSP 2011 attracted over 2100 delegates. The technical program was outstanding and I wish to thank **Jonathan Chambers** and **Alle-Jan van der Veen** for their leadership as Technical Program Chairs.

I want to share two pieces of information that came out of the conference board meeting. First, the Society has tentatively picked Shanghai, China as the venue for ICASSP 2016. The Society is committed to expanding its activities to all parts of the world where signal processors abound, and I am very pleased that a group of dedicated volunteers in China and abroad made the compelling case to bring an ICASSP to Shanghai. Are you interested in seeing one of the Society's many conferences and workshops come to another part of the world? Talk to Lisa Schwarzbek, our conference services manager, about how you can help make it happen.

The second and closely related item is that the conference board as well as the board of governors approved the concept of establishing regional conferences. The basic idea of regional conferences is to enhance the Society's activities in and outreach to IEEE regions (think parts of regions 8, 9 and 10) through the establishment of conferences dedicated to the regions. I am working with potential organizers of a regional conference in Region 10 at this time. I will share more information as more concrete details become available.

I look forward to hearing your thoughts on these and other SPS conference matters that interest you.

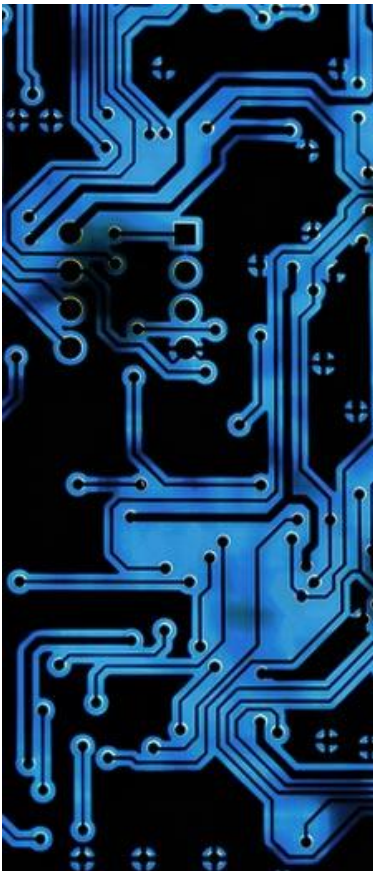
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Contract Negotiation – IEEE’s Business is Valuable

By Lisa Schwarzbek

It is important to know how valuable IEEE conference business is to the hotel when you're negotiating services and rates. IEEE is one of if not the largest professional association conference business. When you say you're organizing an IEEE conference knowledgeable sales managers will listen. Unfortunately this fact does not alleviate the need to be a savvy negotiator.

Negotiations frequently involve a series of inquiries and conversations between you and the hotel before an agreement can be reached. This process may take several days or weeks. The bottom line in negotiating is that the hotel needs to make a profit on your business and, at the same time; you need to pay a reasonable price for the services you are buying.

Comparative shopping will help. Have at least three options available at the beginning of the decision-making process. Try not to favor one property over another until you have begun the negotiating process. Your favoritism may adversely influence your negotiating skill.

What is negotiable? Everything—you will be in a stronger place however if you negotiate from a position of knowledge.

- Know what you want to buy.
- Know what a competitive price for what you want is.
- Know what your budget is.

“What is negotiable?

Everything—you will be in a stronger place however if you negotiate from a position of knowledge.”

Also keep in mind that negotiations should be viewed as a collaborative effort among professionals. Neither party should regard their relationship with the other as adversarial.

Location. Some cities have a reputation as major convention sites. The attractions of the city are so great that hotels and meeting facilities command higher rates. Smaller cities, known as second-tier or third-tier cities are often attractive sites and offer lower guest room rates.

Meeting months. For many sites, April, May, September, and October are popular meeting months. For some resort sites, the summer months are most popular. Meeting around, rather than during, a site's peak season often means a lower available rate.

Arrival/departure days. Your arrival and departure pattern can mean a lower rate. Most properties welcome a group arriving on Friday and departing on Sunday; this is usually a slower period for hotels unless a city is hosting a special event. Sunday-Wednesday and Wednesday-Friday are also arrival/departure patterns preferred by most hotels.

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Holiday meetings. Many groups do not like meeting during or around holidays, but those that do find advantages. A lower rate is one advantage! For example a meeting the weekend after Thanksgiving in Chicago can get a \$69/night rate, but the same meeting held in June will get a \$199/night rate.

Food and beverage use. Groups that use a hotel's food and beverage service are much more attractive than those that do not. The more services you use, the more attractive your group is.

Sleeping rooms to meeting rooms ratio. A group that uses all of the hotel's sleeping rooms usually will be offered all of a hotel's meeting rooms. Using fifty percent of a hotel's sleeping rooms may mean that all of the hotel's meeting space may not be available to you. The reason for this is that if you were to use all of the hotel's meeting space and not all of its sleeping rooms, your use of all of the meeting space would hamper the hotel's ability to sell the other sleeping rooms. But be aware of hotels that have a disproportionate number of sleeping rooms to meeting space; they can present a lose-lose situation for you. If you use all the sleeping rooms in this type of hotel, there may not be enough breakouts or meeting space for your group. If you don't use a high percentage of the sleeping rooms, all the meeting rooms won't be available to you.

Special events. Entertainment and guest speakers open to the public in addition to the conference attendee, means additional revenue and publicity for the hotel. So if you know you're going to have a Nobel Prize winner speaking, use it to your advantage in negotiations.

Low cancellation history. IEEE conferences have a history of few no-shows and cancellations. This is a benefit to the hotels.

A review of these points will help you determine the value of your conference, which is the key factor in negotiating an agreement.

2011 Conference Organizers Survey Results

By Nicole Allen

Overall, SPS conference organizers are satisfied with the assistance provided by the staff. While some would like the level of service provides as is, others want to see greater involvement and direct assistance.

One improvement volunteers would like to see in the conference organizing process is more guidelines and checklists for planning conferences. This is something the SPS staff is developing and will be available in the near future.

New in this year's survey we included a quiz on *the IEEE Policy 10 and SPS Policy and Procedures*. The survey respondent who got the most correct answers was promised a prize. The answers are on the next page.

The winner is **JAMES FOWLER** of Mississippi State University!

Thank you to all who participated in this year's Conference Organizer survey.

Question	Answer
A conference budget must generate a surplus of . . . over the total (pre-loan) expense.	20%
SPS conferences shall include as an expenses item an administrative fee of . . . of the total (pre-loan) expense.	2%
Conferences should close their books and complete an audit if necessary within . . . of the last day of the conference. choose one	6 months
Who can be called a Sponsor?	The financial co-sponsors of the conference.
What must be issued before a PCO or conference management company may be hired?	Request for Proposals
What forms must be completed <u>before</u> a conference?	Principles of Business Conduct/Conflict of Interest, Conference Information Schedule, and IEEE Conference Publication
What logos should be on all conference websites?	IEEE, Co-Sponsors, and Technical Co-Sponsors
Who should be a signatory on a conference bank account?	General Chair, Finance Chair, and IEEE Staff Member
IEEE Members get at least what percent discount off of the non-member registration fee?	20 – 50%
What <u>must</u> appear on all conference correspondences and the web site?	IEEE Non-Discrimination Statement
What must accompany the final report?	1099 and 1042 Forms, Attendee List, Certificate of Accuracy Form, Final Budget, Destroy Check Form, and Schedule of Payments
How many papers may be attached to one paid full registration?	Up to 4
The proceedings produced by a conference are due to SPS . . . of the last day of the conference.	Within 30 days

Airline Fees

By Linda Skeahan



If you have options on which airline to fly or if you're just curious about who's charging what for the snack, beverages, baggage, seat selection and more, check this out.

[Airline Fee Chart](#)

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Welcome to Our Newsletter...

Welcome to the IEEE Signal Processing Society Conference Organizer Newsletter. In each bi-monthly edition you will find informative articles about planning and implementing a sponsored conference including information about the Conference Organizers Solutions, conference policies, best practices, and the Society's conference business.

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Upcoming Conferences	Call-for-Paper Submission Deadlines	Locations	Conference Dates
The 12th IEEE International Workshop on Signal Processing Advances in Wireless Communications (SPAWC)	Feb 7, 2011	San Francisco, CA, USA	Jun 26-29, 2011
IEEE Statistical Signal Processing Workshop (SSP)	Jan 15, 2011	Nice, France	Jun 28-30, 2011
2011 IEEE International Conference on Multimedia and Expo (ICME)	Dec 12, 2010	Barcelona, Spain	Jul 11-15, 2011
2011 8th IEEE International Conference on Advanced Video and Signal Based Surveillance (AVSS)	Mar 1, 2011	Klagenfurt, Austria	Aug 30-Sept 2, 2011
2011 IEEE Thematic Meetings on Signal Processing (THEMES)	Feb 2, 2011	Brussels, Belgium	Sept 11, 2011
2011 IEEE International Conference on Image Processing (ICIP)	Jan 21, 2011	Brussels, Belgium	Sept 11-14, 2011
2011 IEEE International Workshop on Machine Learning for Signal Processing (MLSP)	Mar 1, 2011	Beijing, China	Sept 18-21, 2011
IEEE Workshop on Signal Processing Systems (SIPS)	Apr 9, 2011	Beirut, Lebanon	Oct 4-7, 2011
2011 IEEE Workshop on Applications of Signal Processing to Audio and Acoustics (WASPAA)	May 13, 2011	New Paltz, NY	Oct 16-19, 2011
2011 IEEE International Workshop on Multimedia Signal Processing (MMSP)	Apr 15, 2011	Hangzhou, China	Oct 17-19, 2011
2011 IEEE International Workshop on Information Forensics and Security (WIFS)	Jul 1, 2011 *	Foz do Iguaca, Brazil	Nov 16-19, 2011
2011 7th International Conference on Natural Language Processing and Knowledge Engineering (NLP-KE)	Jul 10, 2011	Tokushima, Japan	Nov 27-29, 2011
* Deadline extended			