Meeting Frankfurt 17.12.12

COMS 2012 wrap-up
Results and experiences
COMS 2012 - Frankfurt meeting
17.12.2012, 1300-1600
AGENDA

1. COMS 2012 –Introductory
   Lessons learned
   Participants - nationalities
   Survey

2. Budget, accountancy and audit

3. Sponsorship
   Exhibitors
   Public sponsors

4. Conference agreement
   Participants and Membership fees
   Paying attendees + spouses
   Sponsors
   Exhibitors
   Chairs and speakers
   Licence fee
   Sandia sponsorship

5. Miscellaneous
   Videos COMS 2012
   COMS 2013
# Lessons Learned

## Management
- **Locally:** COM/2012 AS, MTAs
- **Internationally:** MANCEF

<table>
<thead>
<tr>
<th>Category</th>
<th>Issue</th>
<th>Success</th>
<th>Could-be-improved</th>
<th>Impacts</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Contract Requirements</td>
<td>Local management fully-</td>
<td>Not all requirements were included in the initial contract</td>
<td>Early start if possible</td>
<td>Make clear who is in charge, both in the project organization and in MANCEF.</td>
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<td></td>
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<td>engaged in the contract</td>
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<td>process</td>
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<td>MANCEF-president helpful in</td>
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<td>regarding negotiations</td>
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<td>Planning periods</td>
<td>Close contact with the JOC</td>
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<td>Fully engaged, but not</td>
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<td>always the same</td>
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<td>Early start if possible</td>
<td>Make sure who is in charge, both in the project organization and in MANCEF.</td>
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<td>engagement from the</td>
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<td></td>
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<td>MANCEF board</td>
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<td>Early start if possible</td>
<td>Make sure who is in charge, both in the project organization and in MANCEF.</td>
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<td>JOCs</td>
<td>The JOC and TP-core team</td>
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<td></td>
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<td>members really made a big</td>
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<td>difference, and were</td>
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<td>Early start if possible</td>
<td>Make sure who is in charge, both in the project organization and in MANCEF.</td>
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<td>substantial for the success</td>
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</table>

## Committees
- **JOCs:**
- **TPs:**
- **Marketing:**
  - Local good job in USA helping out with templates and experience with previous COMS
  - PR deals & possibilities awareness, make sure local hosts manage knows of previous deals & possibilities.
  - Hard to get the message through.
  - Emails get spammed.
  - Find a bright channel, spend more time talking to people.
  - Utilize social networking to greater extent.

## Actions
- Reduce the number of committees.
- Keep it small and simple.
- Make sure you have people who are engaged and willing to spend time on this.
- Make sure the chairs are well-informed about financial issues and have them communicate with their speakers (make sure speakers know that they have to pay for travel).
- Make sure the chairs are well-informed about financial issues and have them communicate with their speakers (make sure speakers know that they have to pay for travel).
Participants and nationalities

<table>
<thead>
<tr>
<th>Nationalities - 18</th>
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</thead>
<tbody>
<tr>
<td>Argentina</td>
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<tr>
<td>Australia</td>
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<tr>
<td>Belgia</td>
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<tr>
<td>Danmark</td>
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<tr>
<td>England</td>
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<tr>
<td>Finland</td>
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<tr>
<td>Frankrike</td>
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<tr>
<td>Irland</td>
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<tr>
<td>Italia</td>
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<tr>
<td>Korea</td>
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</tbody>
</table>

Was this your first COMS Conference?

Type of Registration

- Full: 24.3%
- Day - Sunday: 11.9%
- Day - Monday: 10.0%
- Day - Tuesday: 3.5%
- Day - Wednesday: 4.5%
- Student: 5.0%
- Exhibitor: 5.0%
- Sponsor: 5.0%
- Speaker: 3.5%
Exhibition – 22 exhibitors
Position and role of participants

Please select the title that best describes your position

C-Level Manager: 31.3%
President: 28.9%
Vice-President: 14.9%
Manager: 17.9%
Supervisor: 7.5%
No management role: 7.5%

Please select the title that best describes your role

- Management: 26.9%
- Marketing / Sales: 18.4%
- Product Development: 16.4%
- Engineering: 10.0%
- Business Development: 9.0%
- Strategic Development: 8.5%
- Applications Engineering: 4.5%
- Government / Lobby: 4.5%
- Investment: 4.5%
- Finance / Analyst: 4.5%
- Other: 7.5%
Level of decision making

Please indicate your level of decision making

- I make final decisions: 45.3%
- I strongly influence decisions: 23.9%
- I review and recommend: 4.5%
- I review and report: 3.0%
- None: 25.4%
Survey - Venue and conference

Please rate the conference venue items below

<table>
<thead>
<tr>
<th>Item</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>4.0</td>
</tr>
<tr>
<td>Site accessibility</td>
<td>3.5</td>
</tr>
<tr>
<td>Meeting room set-up</td>
<td>3.0</td>
</tr>
<tr>
<td>Catering</td>
<td>2.5</td>
</tr>
<tr>
<td>Personnel</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Overall rating of the conference

<table>
<thead>
<tr>
<th>Rating Level</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor</td>
<td>0.0</td>
</tr>
<tr>
<td>Moderate</td>
<td>1.0</td>
</tr>
<tr>
<td>Good</td>
<td>2.0</td>
</tr>
<tr>
<td>Very good</td>
<td>3.5</td>
</tr>
<tr>
<td>Excellent</td>
<td>4.0</td>
</tr>
</tbody>
</table>
Marketing

How did you hear about COMS 2012? (multiple answers possible)

- Word of mouth: 26.4%
- Call for papers: 13.4%
- MANCEF website: 19.4%
- COMS 2012 website: 32.8%
- Media publications: 4.5%
- Email announcements: 7.5%
- LinkedIn: 23.9%
- Facebook: Other
Talks and sessions

102 Talks

15 Plenary and parallel sessions
Fire side chats
COMS Young Technology Award
Social events
Conference dinner
Social activities rating

Please rate the following for the social activities:

- Boat trip on St. John's Eve (Saturday): 4
- Sailing cruise with Christian Radish (Sunday): 4
- Welcome Reception (Sunday): 4
- Back in time with the Vikings (Monday): 5
- Conference dinner (Tuesday): 5
Objects for attending COMS 2012

What were your objectives in attending COMS 2012? (multiple answers possible)

- Exposure to new ideas: 74.6%
- Learn from the latest research: 61.2%
- Meet prospective clients: 31.3%
- Exchange ideas with colleagues: 14.9%
- Identify new suppliers: 3.3%
- Looking for investment: 4.5%
- Expand my network in the industry: 64.2%
- Raise awareness of my organization: 24.6%
- Make sales: 58.2%
- New business launch - ideas / contacts: 35.8%
- All Other Responses: 19.6%
Value added...

- Helped you achieve your objectives: [Value]
- The program from a content perspective: [Value]
- The organization: [Value]
- In terms of personal enjoyment: [Value]
Logical and technical information

Program content
General level of presentations
Plenary Session Visibility
Plenary Session Acoustics
COMS 2012 Young Technology Award
Pre-registration
Registration / check in
Providing of abstracts and information...
Website
Exhibition Area
Opportunities to network
Videos
Budget, accountancy and audit

- MTI: 2900
- NCE member companies and associated partners: 2750
- MANCEF: ? (5000)
COMS 2013

- Kick off meeting Amsterdam
- Lessons learned
- Templates
- Marketing
- Lists
- Venue tips

- TPC
- Films