ACM SIGGRAPH Executive Committee Meeting Minutes

Tuesday, 19 December, 2023

2 - 3 PM PT/ 5 - 6 PM ET

Attendees:
Mona Kasra, Executive Committee Chair
David Spoelstra, Executive Committee Treasurer
Elizabeth Baron, Executive Committee Director, Past Chair
Masa Inakage, Executive Committee Director
Eakta Jain, Executive Committee Chair-elect
Barbara Mones, Executive Committee Director
Mikki Rose, Conference Advisory Group, (CAG) Chair
Alla Sheffer, Executive Committee Director
Courtney Starrett, Executive Committee Director
Tomasz Bednarz, SIGGRAPH Asia Conference (SA CAG) Chair
Scott Owen, Governance Advisory Board (GAB) Chair
Thierry Frey, Nominations Chair
Marcia Daudelin, Conference Administration Director
Andres Barbano, SIGGRAPH 2024 Conference Chair
Brenda Dreier, Conference Management Director

Meeting Minutes:

1. 5 December
    a. PASSED.

Agenda:

Agenda Item	Presenter	Time Needed

Chair's Update
1. Approve Meeting Agenda & Minutes
    a. Question regarding the minutes by the GAB Chair regarding the Pioneers MoU next steps.
        i. The minutes were revised.
2. Objectives & Key Results (OKRs)
    a. Teams will provide a status on progress made at 16 January 2024 meeting.
3. Update - SIGGRAPH Asia
        i. Unofficial attendee numbers are over five thousand.
        ii. June Kim did a great job! And the committee
	Mona Kasra	5 Mins

Agenda Item	Presenter	Time Needed
did a great job as well.		

SIGGRAPH 2024 - Registration & Revenue Plan Presentation
  1. S24 Conference Chair Presentation
      a. Revenue Strategy
         i. Overview
             1. There are two components to the conference contributions 1) International outreach and 2) content design - focus on giving the conference a very particular design strategy.
             2. The Keynotes - currently have three secured.
             3. The goal of this presentation is to give the EC a flavor of how the conference is evolving and the ideas for the pricing of the various registration numbers.
                  a. In-person unified jury in Chicago, Illinois.
                  b. The idea to run several of the exhibition components in the experience hall.
        ii. Budgeting Strategy
             1. Showcase a new city by ensuring the same high-quality content and experience as always.
             2. Assume a modest 3% growth over 2023 for all major revenue areas:
             3. Paid registration, Exhibition, Sponsorships.
             4. Registration pricing will be consistent with 2023 in all existing categories.
                  a. New location – avoid potential detractions where possible
                  b. Cost is still less than 2019 for early full conference members.
        iii. Registration Levels
             1. We will have full conference experience, exhibits only, and virtual access.
             2. New to this year, we will have a full conference one day category.
                  a. The idea is to target local attendees – people who are not
	Andres Burbano
	Brenda Dreier
		30 Mins

Agenda Item	Presenter	Time Needed

that familiar with the conference.
   b. Also for contributors with limited resources or time availability.
3. Assume 3% increase over 2023 actuals.
   a. Recommendation - Make a comparison between LA SIGGRAPHs versus non - LA SIGGRAPHs pre-COVID to see if the 3% increase in Denver is actually justified.
      i. We are considering the numbers pre- COVID in general, not just 2019.
      ii. The CAG has already looked at that information and the 3% increase that they are predicting here is more in reference to the fact that continuing to comeback from the pandemic. The CAG thinks that this is a reasonable estimate.
   b. Using the number of paper submissions can be utilized as a data point regarding attendance projections.
4. One Full Conference Registration Level
   a. Goals:
      i. Drive onsite, local participation.
      ii. Allow contributors to reduce expenses if not attending a full conference (production feedback).
      iii. Pricing to be 40% (rounded) of the full conference onsite pricing (member, non-member, student).		

Agenda Item	Presenter	Time Needed

1. Individuals can register for more than one day. Contributors can register in advance, but the rate is off the onsite price.
      2. Regular attendees will not see the one-day rate until after the advance deadline.
      3. ET (in-person and virtual) is not included. Must be purchased.
5. Virtual Access
   a. There is concern that the price of virtual access is high. Virtual access is an important part of revenue; modality of virtual access.
   b. This year the plan is to:
      i. Simplify pricing to one level for member, non-member, student (eliminating early/advance/late levels).
      ii. Set prices slightly below advance and late rates in 2023 in response to feedback that late prices were expensive.
   c. Virtual access offers a lot of content.
   d. The virtual access revenue was about a half a million.
   e. The conference decided to keep the virtual access because of the offerings to which has		

Agenda Item	Presenter	Time Needed

expanded to more conference programs. The cost of maintaining the virtual platform and what expenses that go into producing content for the virtual platform is significant.
    i. **Action Item:** Evaluation of the virtual conference content pricing. Maybe $800 is too low of a price.
6. Economic Developing Nation/Soft Currency
    a. Impact on financials under evaluation
        i. Discount available on full conference (all week) and virtual access pending evaluation of financials; may decide virtual only for 2024.
        ii. One discount would apply (cannot combine discounts...largest discount would prevail); this applies to contributors as well.
        iii. Policy must match ACM economically developing nation discount structure:
            1. Level 2 country: 60% discount
            2. Level 3 country: 75% discount
            3. See appendix for list of countries by level.
7. Questions for EC
    a. One day FC pass - have the numbers been reviewed to see **if** the price of this pass was reduced so that the conference we have more attendees?		

Agenda Item	Presenter	Time Needed

i.   In the past this has been a very big conversation. But when it was less, people would buy 2 or 3 passes and it would be less than the cost of a conference. The one day is to be priced higher to prevent people from hacking the system.
  b. Is the list of developing countries accurate? Is there concern from the EC regarding the list?
       i.   The CAG has gone back and forth with ACM a couple of times, asking that question specifically, like how, how are these determinations made? Why are some countries that seem like they are fairly wealthy on the list? The answer from ACM is that the list is created based on information from the World Bank as a reference from 2022.
      ii. **Action Item:** waiting to hear back from ACM regarding how the list is created and the criteria that countries are evaluated.		

SIGGRAPH ASIA UPDATE	Tomasz Bednarz [no recording] [no contractors]	5 Mins