A Conversation with SMPTE Leadership:
The Society Looks Forward at 2018 and Beyond

Welcome!

Your Host

Joel E. Welch
Director of Education
SMPTE
SMPTE Leadership Webcast

• Opportunity for conversation with SMPTE Leadership
  • Please ask questions verbally, if possible

• Session is recorded and will be published for on-demand viewing on https://www.smpte.org/standards-webcasts-on-demand and YouTube

Today’s Speakers

Matthew Goldman
SMPTE President

Pat Griffis
Executive Vice President

Barbara Lange
Executive Director

Peter Wharton
Membership Vice President

Bruce Devlin
Standards Vice President

Richard Welsh
Education Vice President
Overall Vision

- SMPTE remains financially sound
- Expand program offerings in all three pillars
- Develop sustainable business plan that allows greatest flexibility as markets shift
- Be the recognized source for technology and information related to motion imaging
- Expand to new industry sectors where motion imaging is found

Strategic Planning

- SMPTE’S Role
  - Foundational- This is who we are and what we hope to accomplish -
    - “SMPTE is a global professional association of technologists and creatives driving the quality and evolution of motion imaging”

- SMPTE’s Services & Products
  - This is our business

- SMPTE’s Target Industries, Market Segments, Stakeholders & Members
  - This is where SMPTE will compete

- Reaching Target Industries, Market Segments, Stakeholders & Members
  - This is how SMPTE will compete

- Operations- Financial Performance/Viability/Staff & Volunteer Skillset
  - Taking Care of Business
Membership

• Make sure Members and Sections are being heard and supported through stronger engagement with regional Governors.
• Grow Membership at all levels by providing value at every stage of one’s career, especially our Student Members and those early in their careers.
• Amplify the excellent work already being done in our Sections through:
  • Recording and streaming meetings to broaden the audience and make this valuable content available to all Members, especially Members not near Section activities.
  • Help Sections create events such as Section conferences to better serve their community
  • Share our best practices and ideas through regular calls and the creation of a Section and Member Handbook
• Help launch Sections in underserved areas such as Central and Latin America, Singapore and Japan.

Standards

• Evidence that the world NEEDS Standards
• A lot of publishing over the last 2 years
• New topics - immersive audio, IP, VR
• Collaboration with other organisation
• Specifications initiative
Education

- The Journal, Conferences, Webinars, Virtual Courses
- Education Directors: Journal, Conferences, Institutional Outreach, Mentoring and Internships
- Conference program
- Virtual Courses
- Strategic planning

2018 Annual Technical Conference

A new Venue!

- Monday, October 22, 2018 to Thursday, October 25, 2018
- Westin Bonaventure
  404 South Figueroa Street
  90071 Los Angeles, CA