



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

Welcome!

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Your Host

Joel E. Welch

*Director of Education
SMPTE*



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SMPTE Leadership Webcast



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- 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

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Today's Speakers



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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

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Overall Vision



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- 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



Barbara Lange
Executive Director

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Strategic Planning



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- 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

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Membership



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- 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.

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Standards



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- 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



Bruce Devlin
Standards Vice President

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Education



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

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2018 Annual Technical Conference



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A new Venue!

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



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Questions & Answers



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