

IEEE 802 40th Anniversary & Public Outreach Financial Update ec-19-0184-00-00EC

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Chair, Public Outreach

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IEEE 802 Nov 2019 Plenary

Kona, HI, USA

Overview of Financial Costs

- 40th Anniversary Social – March 2020
- Public Outreach Program

40th Anniversary Social – March 2020

- Per Oct 2019 Teleconference Minutes –
 - March 2020 - opportunity to go to Georgia Aquarium for the March Social.
 - EC agreed that the Social budget (without objection) of 90K was ok.
 - There were no objections to \$25 fee for participation for the event
- Other possible costs
 - T-Shirts
 - Celebratory Medallions

40th Outreach Costs

BUDGET BREAKDOWN	2019	2020	
		Public Outreach	IEEE-SA
Research spokespeople for content for media and transmitter	\$5,000		
Wireframes initial designs	\$9,000	\$6,000	
Wireframes and design finalizing			
Video shoots	\$2,000		
Video + Audio production		\$12,000	
Drafting 4 Transmitter articles	\$4,000		
Traditional outreach and management in 6 countries (US, UK, Brazil, China, Japan, India)		\$20,000	
Outreach and management in Germany, Korea (\$5,000 each market)		\$10,000	
Ads (creation and paid placement)		\$15,000	
IEEE 802 Web Page Development (IEEE-SA)			\$10,000
Miscellaneous		\$7,000	
TOTAL	\$20,000	\$70,000	\$10,000