

# **Advancing the Mission**

**Frank Michael, SVP, Programs and Membership**



Engage *thoughtful* and *innovative* leaders to promote the best policies, practices, products and technology for warfighters and others who ensure the safety and security of our nation.

- ✓ **Champion** issues that contribute to the strength, resiliency and capacity of the industrial base
- ✓ **Build** a vigorous, responsive and **collaborative community** in support of Defense and National Security
- ✓ **Convene** legal and ethical forums for exchange of ideas, information, view points and capabilities

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Collaboration of Thought is Imperative

- **Series of Process Improvement Initiatives**
  - Continuing the LC 2017 Initiatives
  - Refocused Program Development Advisory Council
  - Enterprise Standardization
  - Increased Collaboration
  - Refined Membership Strategy
  - Development of Communities of Influence
  - Event Co-Location
  - Establishment of a Plan of Action and Milestones (POAM) Process to Support Enterprise Events



# Advancing 2017 Initiatives



## Divisions

### HQ Support

- NDIA 2025
- Collaboration Tools

### Comms

- Bi-Monthly Report
- LinkingLeaders

### Enterprise Strategy

- Six Strategic Priorities
- NDIA 2025

## Chapters

### Value Proposition

- Membership Strategy
- Plan of Action and Milestones

### Enterprise Strategy

- Six Strategic Priorities
- Communities of Influence

### Database

- Clean-up
- Digital Strategy

- **PDAC Leadership**

- Chair – Dave Broden
- Division Chair – Wayne Fujito
- Chapter Chair – Terry McKearney

- **Role of PDAC**

- Advise NDIA Leadership on Membership Return on Investment Activities and Process Improvement

- **Future of PDAC**

- Streamline engagement activity
- Major role in NDIA 2025 – POAM Implementation



# Standardization and Transparency

- **Charters / By-Laws / Operating Principles**
  - Elections / Succession Planning
  - Board Composition
  - Mission and Strategy
- **Sharing Lessons Learned and Best Practices**
  - Conference and Events
  - High Value Speakers / Networks / Sponsors - Partners
  - Membership Initiatives
  - Financial Reporting
- **Ways to Facilitate**
  - PDAC
  - LinkingLeaders and Bi-Monthly Newsletter
  - On-Line Forum for Leadership

- **Started down the path:**
  - Delaware Valley Chapter w/ International Division
  - Armaments Division w/ Iowa Illinois, Great Lakes Chapter
  - San Diego Chapter w/ Armaments Division
  - Southeast Coalition (GA, Gulf Coast, First Coast, Tampa, CF)
  - First Coast w/ Cyber Augmented Operations Division
  - Georgia Chapter w/ Robotics Conference
  - LA Chapter w/ Representative Knight Small Business Roundtable
- **Opportunities:**
  - TWV Conference w/ Michigan Chapter (Feb 3-5)
  - Joint Undersea Warfare Spring Conf w/ San Diego Chap (Mar 24-15)
  - Munitions Executive Summit w/Armaments, FUZE, IMEM (Apr 1-3)
  - S&ET Conference w/ San Diego Chapter (Apr 2-4)
  - CBRN Conference w/ Robotics and Global EOD (Jul 22-24)
  - Small Business w/ All Divisions and Chapters

# Membership Overview

- **Demographics**

- **1,710** Corporate Members
- **74,565** Individual Members
  - **9,137** (Paid)
  - **17,253** Uniform/Government Civilians (Free)

Year	FY16	FY17	FY19 YTD*
Corporate	1,654	1,641	1,710
Individual	84,441	77,804	74,565
Uniform/Civ	19,134	19,057	17,253

\*Mitigation: Figures reflect loss due to 21 M&A; 44 out of defense (FY16-18) and membership database improvements/clean up.

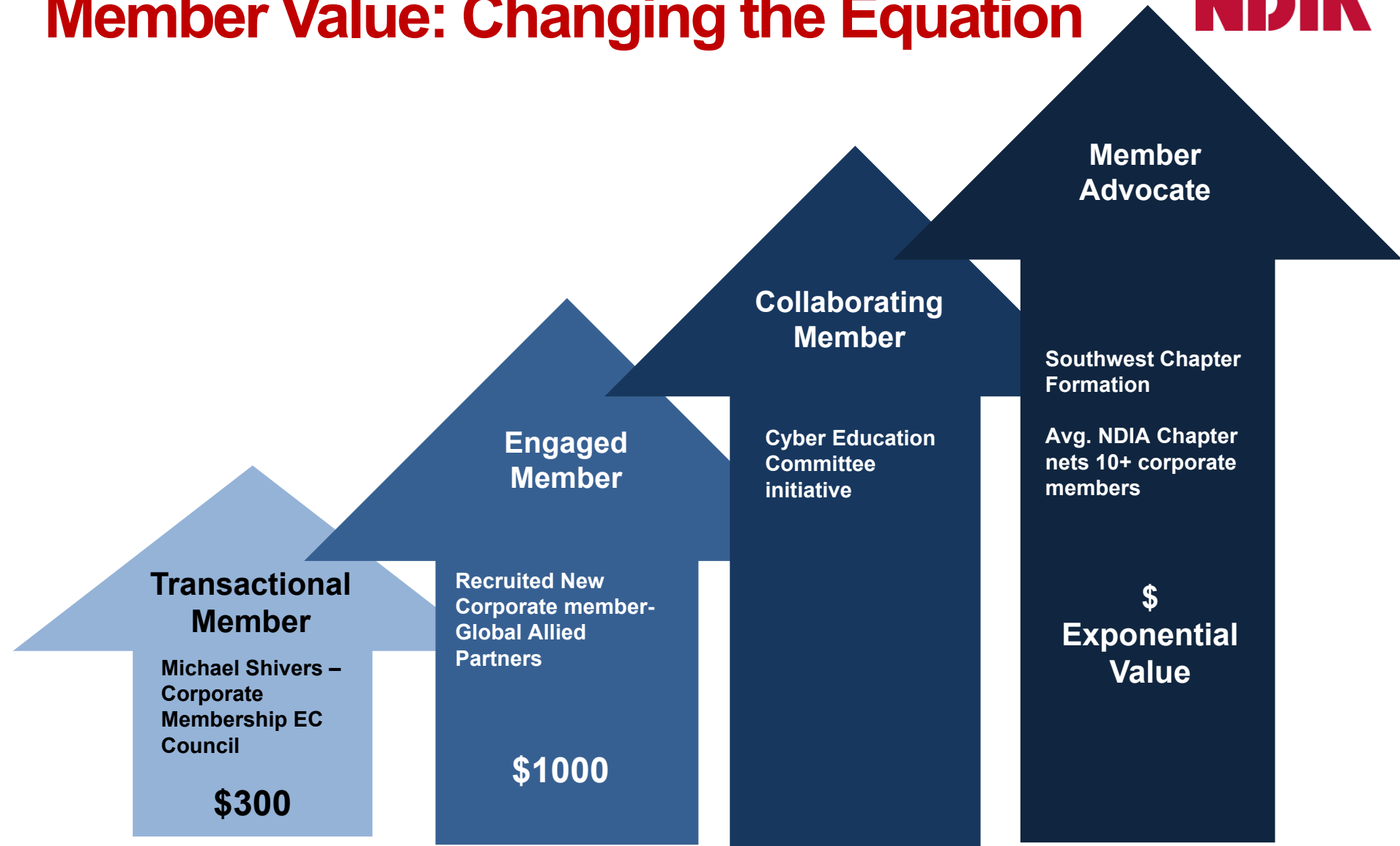
Year	FY14	FY15	FY16	FY17	FY18
Retention Rate	84.29%	87.83%	86.70%	86.70%	89.42%

\*Note: **82%** membership retention rate industry standard



# Member Value: Changing the Equation























**NDIA**






**Increased Engagement + Higher Level of Investment = Higher Revenue**

# Opportunity Driven Membership

# NDIA

Academia			
Labs / Think Tanks			 
Industry			
Foreign Owned	 		 
Diversity			
Hypersonics			
Silicon Valley			

 Captures  
 Letters  
 Regain

# Leveraging Our High Value Leaders

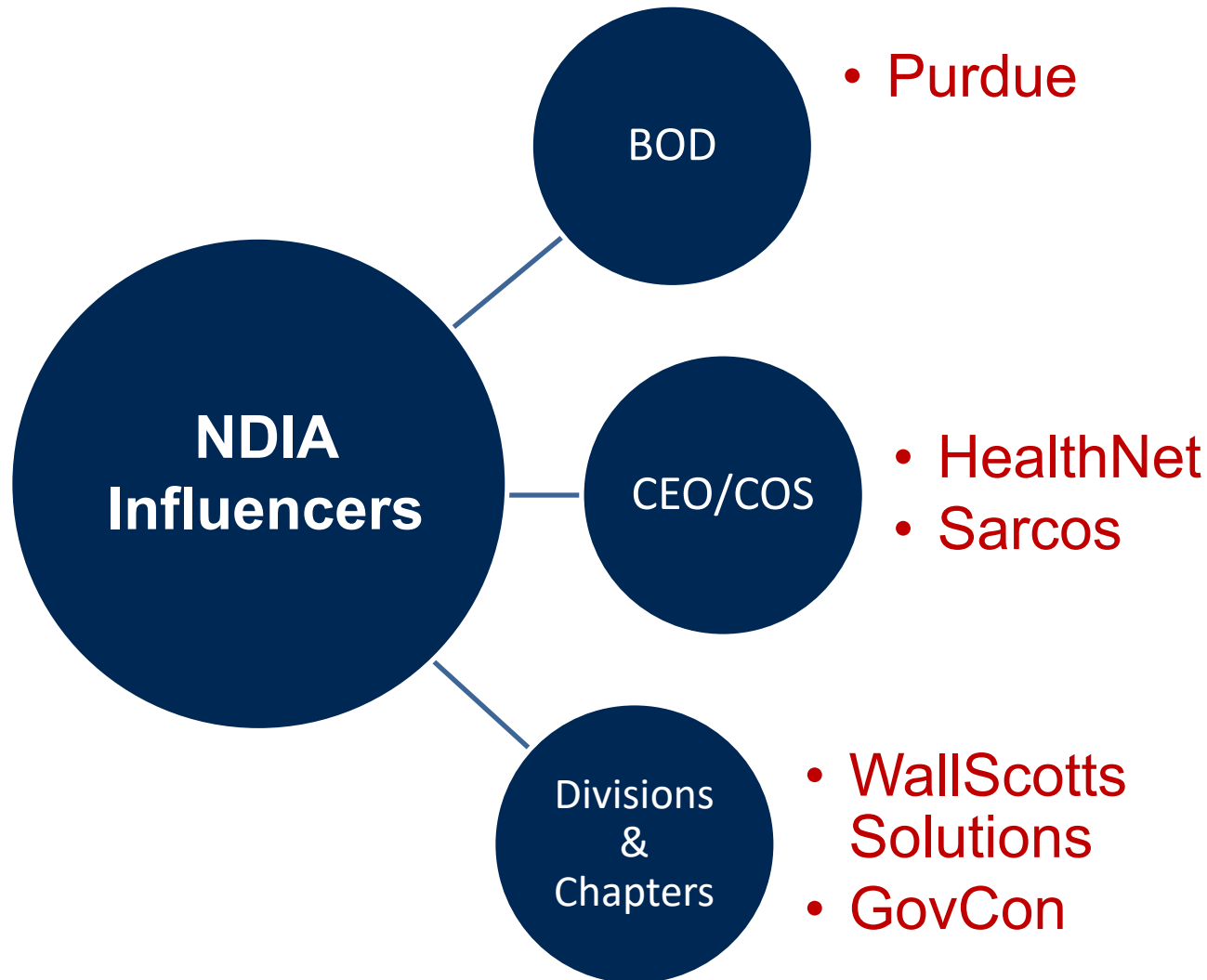


- **Build Networks of Engagement**
  - Board Members
  - CEO and COS
  - Senior Fellows
  - Division and Chapter Leadership
  - Affiliate Leaders
- **Build Engagement Plan**
  - Identify the Target
  - Identify the Network
  - Execute



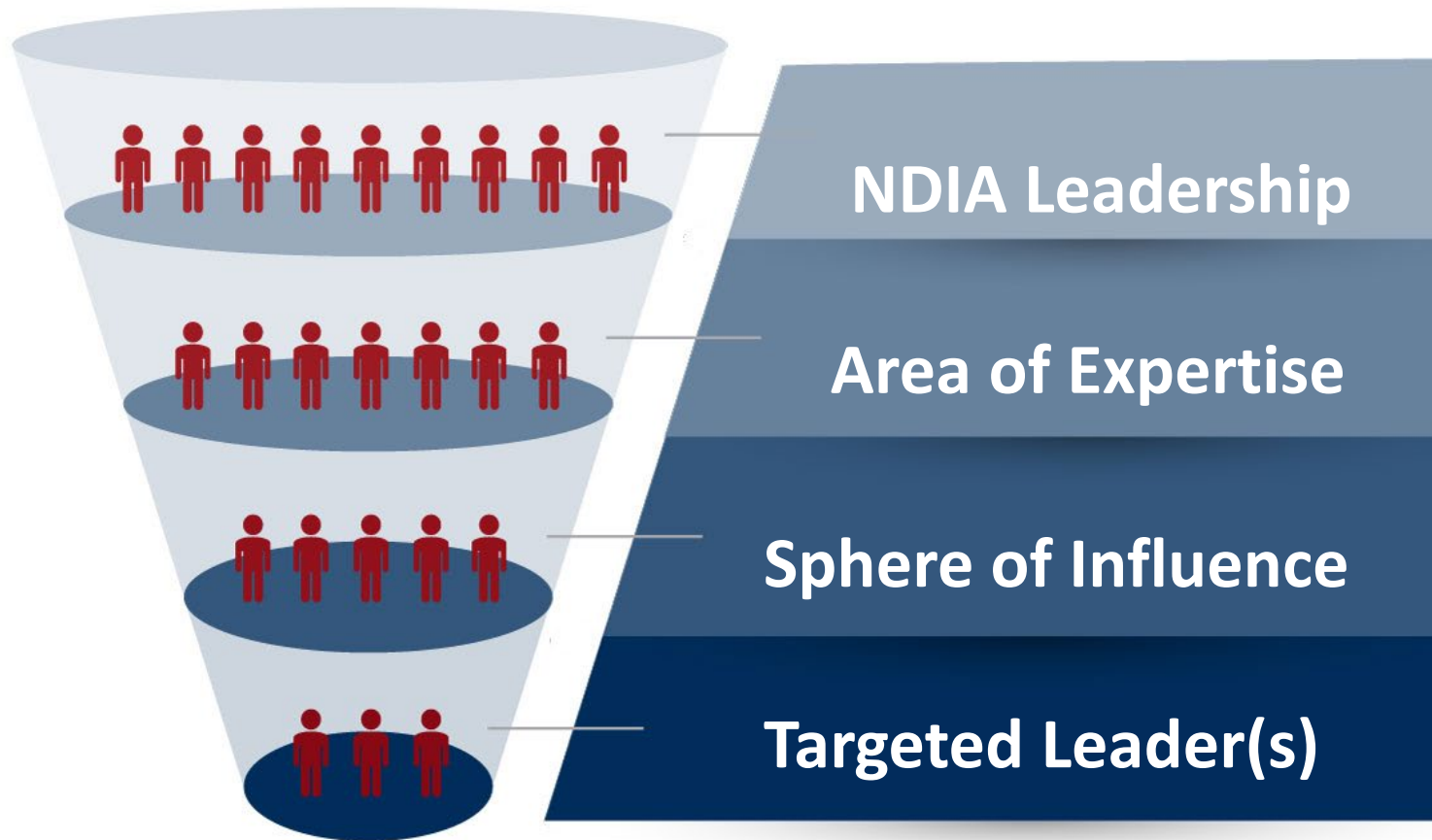
# Leveraging Our High Value Leaders

**NDIA**



# Executive Leadership Directory

**NDIA**



**Directory of Advocates, Speakers and Thought Leaders**

# Membership Dues: Immediate Implementation



- **Nonprofit and Academic institutes that meet the Small Business category**
  - Discounted dues rate of \$350
- **Student Membership category**
  - Full-time students
  - Enrolled in an accredited university at time of joining or renewal
  - .edu e-mail
  - Rate of \$25 annually
- **Multi-Year Discount**
  - Join for 3 years at a 10% discount
- **Federal government employees and military**
  - Free membership
  - Renews every 2 years – confirm on change in status

# Membership Dues: Future Implementation

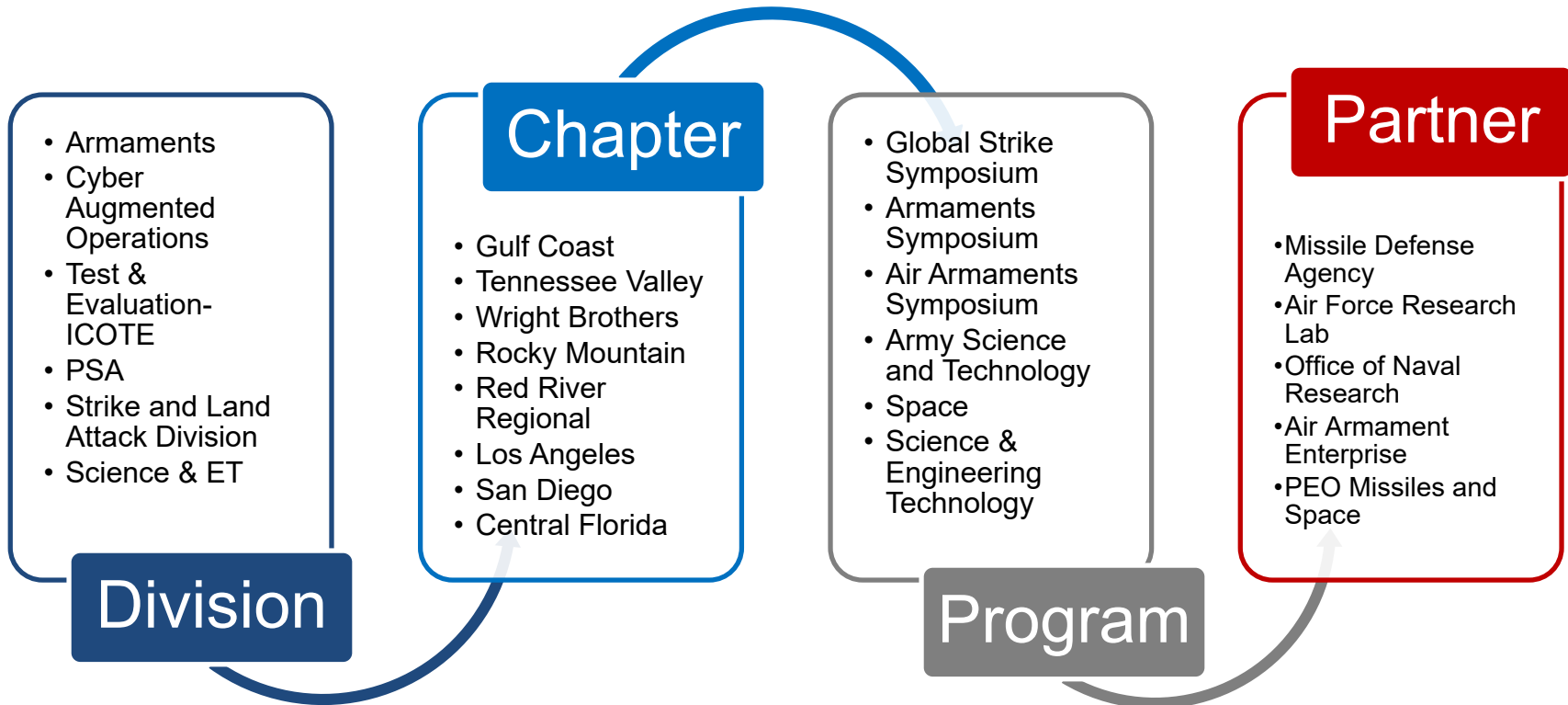


- **On or before October 1, 2019**
- **Individual Member Dues Rates at \$60 annually**
  - Discount to join a second entity (NDIA or affiliate) - additional \$15 annually
  - Can join NDIA and *all* affiliates (WID, NTSA, PSA) for \$90 annually
- **Chapter Rebate**
  - Effective October 2020 (or one year after implementation of individual dues rate change)
  - \$10 per paid individual memberships (net of drops) as of Sept 30

- **Leveraging influence of cross-cutting issues**
  - Transcends and Compliments the Enterprise
- **Current Initiatives**
  - Hypersonics, Artificial Intelligence, Augmented Reality, Supply Chain, Small Business, Industrial Security
- **How to operationalize**
  - Build a Germane and Influential Community
  - Provide Collaboration Space
  - Select a Vehicle to Influence
    - Online forum, studies or white papers, conference or event



# Notional COI: Hypersonics



# The Future of Conferences and Events



- **Current Landscape**
- **Co-Location Concept**
- **Plan of Action and Milestones**



# **Taking NDIA Events to the NEXTLevel**

**Christine Klein, SVP, Meetings & Business  
Partnerships**

# Current State of “Events”



**Registration in Decline**



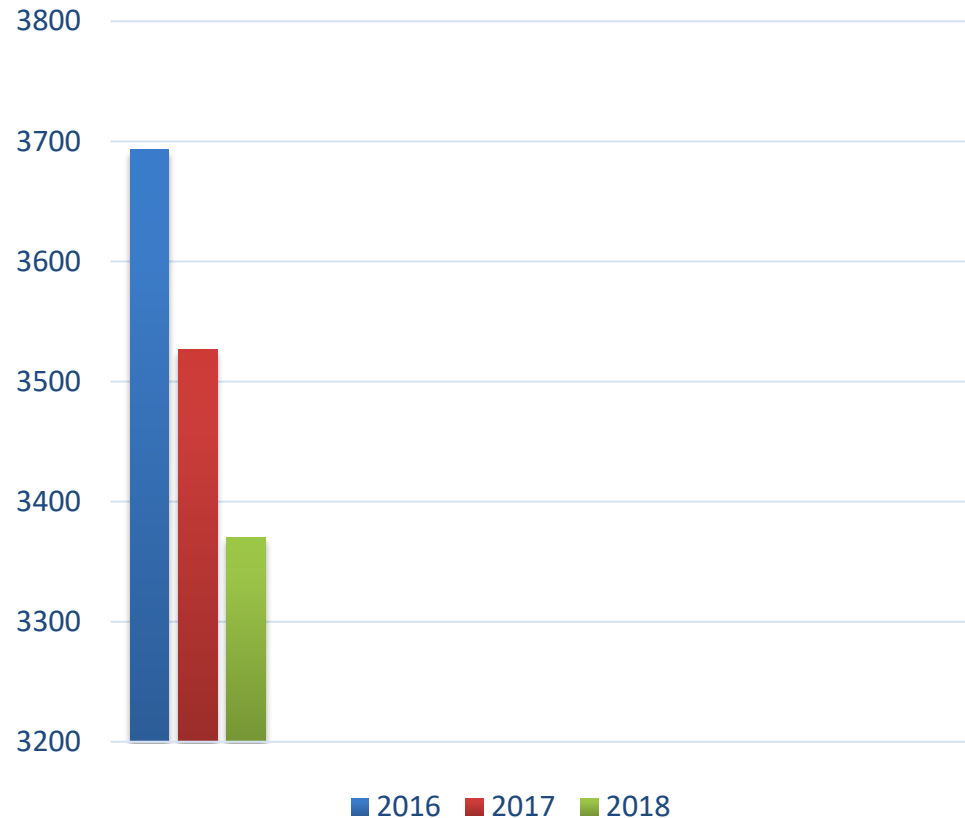
**Market Saturation**



**150 NDIA Meetings,  
Conferences & Events**

# Registration is Declining

## Conference Registration

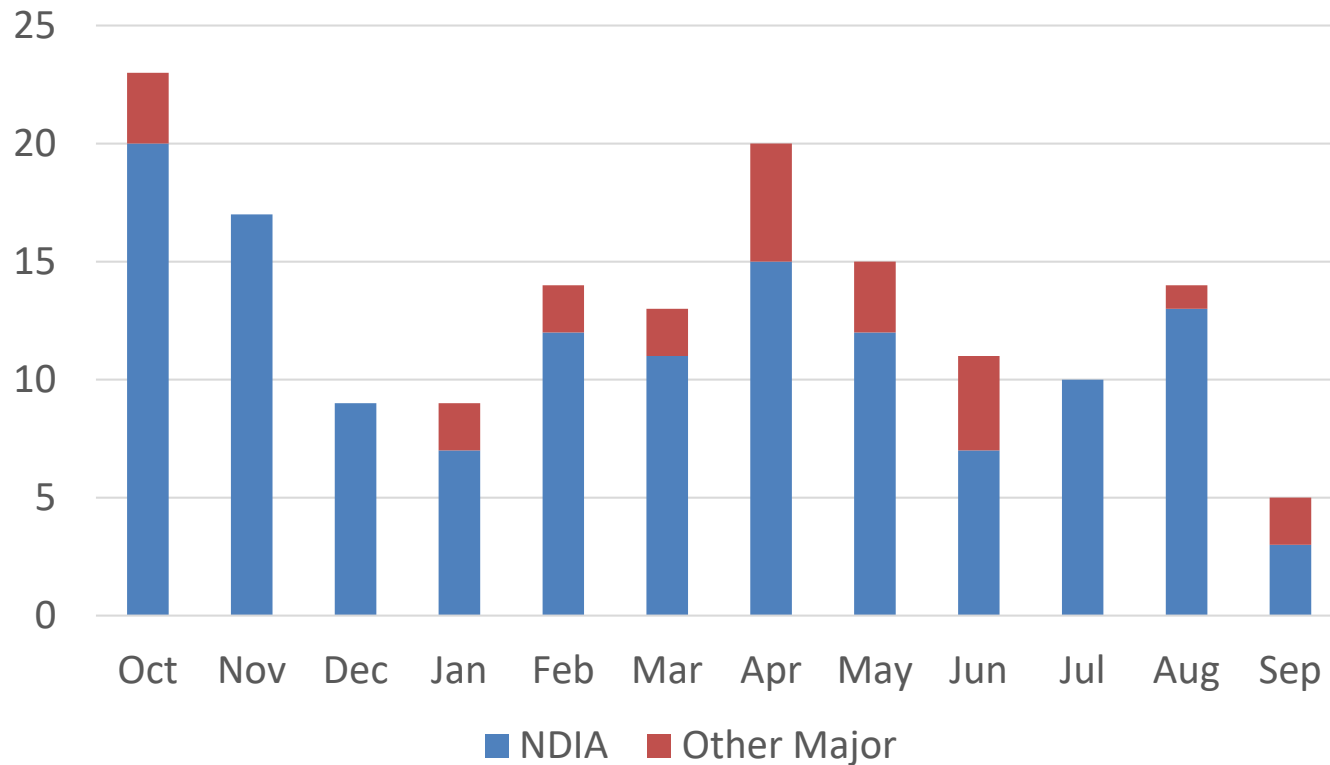


# Defense Market Saturation

**NDIA**

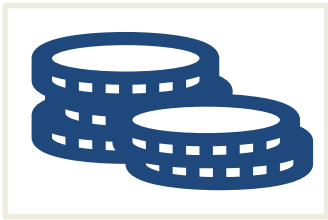
Average = 13  
events/month

Meetings & Events



# Working Together for Success

**NDIA**



**Collective  
Buy-in**



**Audience  
Alignment**

Expand Target  
Audience  
Increase Awareness

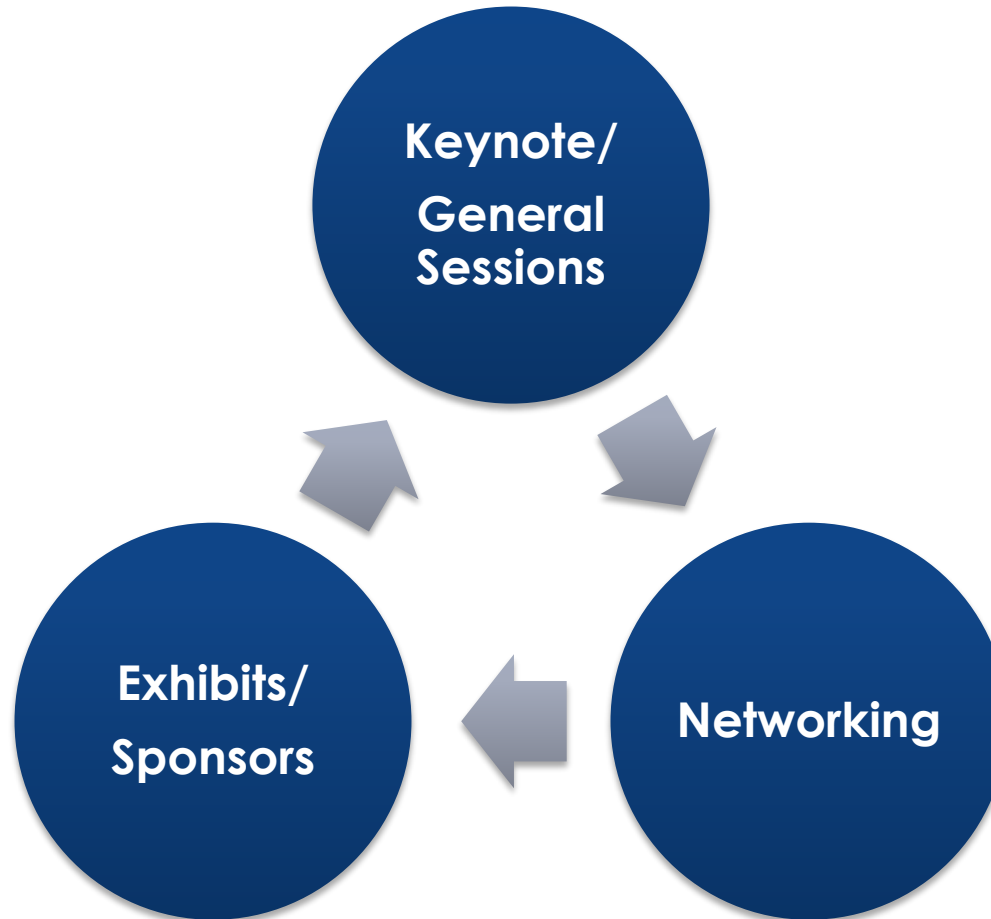


**Shared/Clear  
Common Goals**



**Financials**

# Co-Locating for Success





# Co-Locating for Success

## Human Systems Conference/TAG



# A Success Story



## Three Associations – One Meeting

Unified Theme

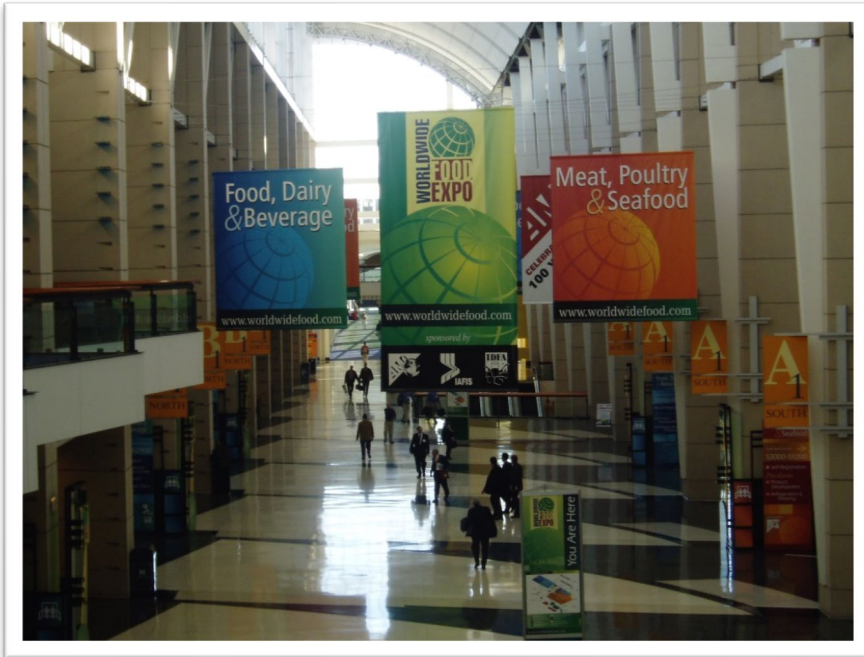
Equality

Separation of  
Events

Brand Identity

# Unified Theme & Branding

**NDIA**



# Individual Brand Identity -- Sessions

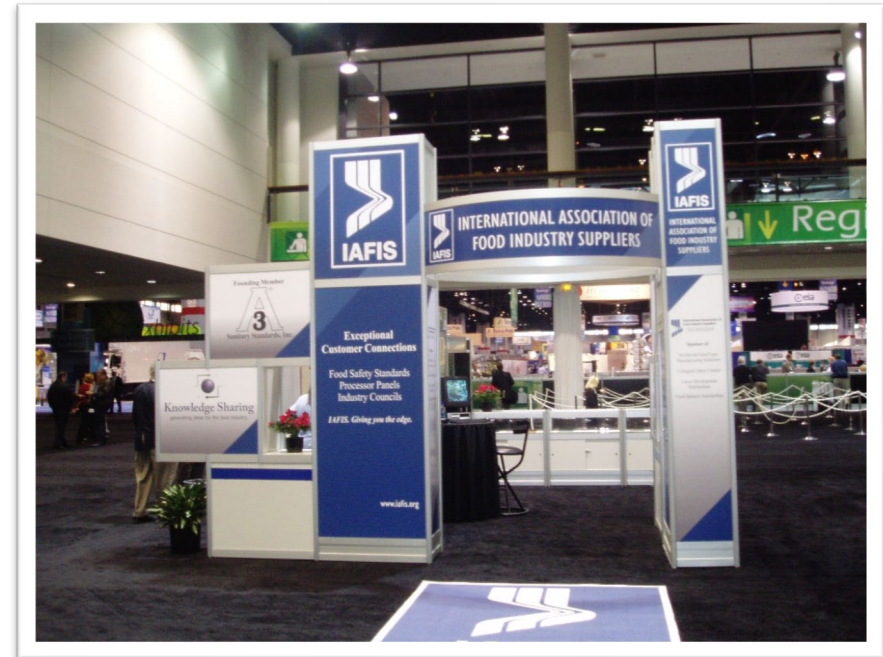
**NDIA**

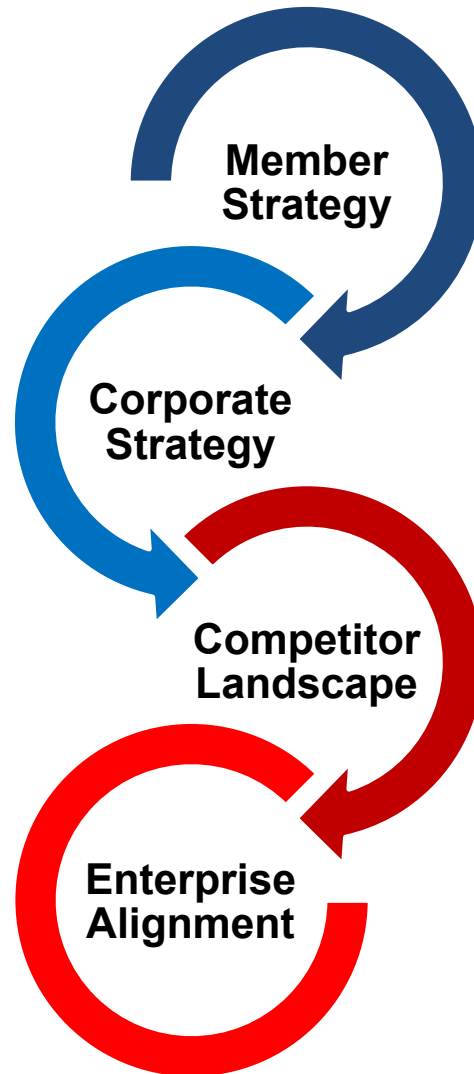




# Association Brand Identity

**NDIA**



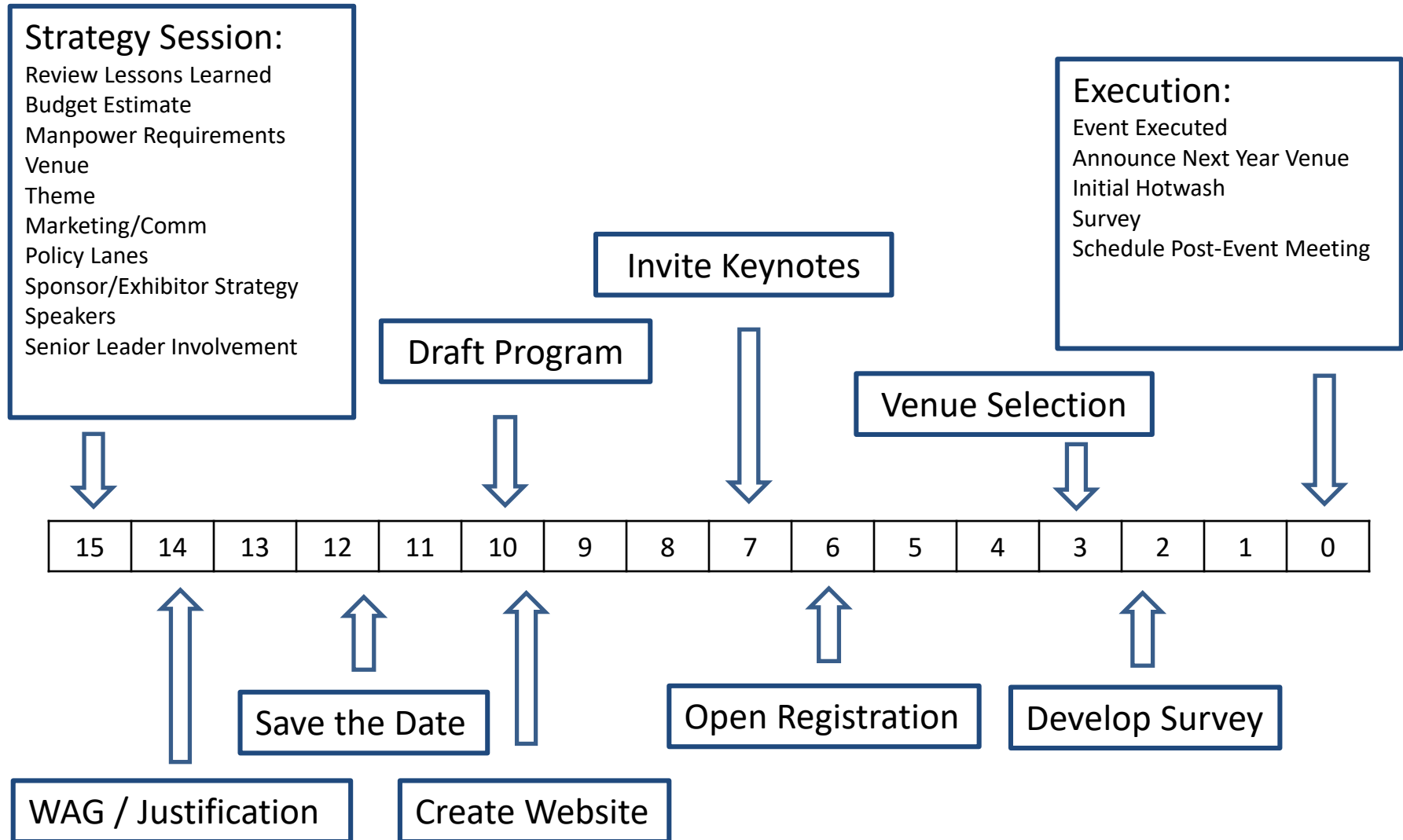


# POAM Overarching Concept

- **Initiates the 15-month event planning cycle**
- **Facilitates enterprise-wide collaboration**
- **Involves Volunteer Leaders**
- **Establishes “commander’s intent”**
- **Decision Points:**
  - Meets mission / vision / priorities
  - Event construct / venue
  - Budget estimate
  - Registration schedule
  - Sponsorship / exhibit strategy
  - Marketing / communication strategy / magazine
  - Policy engagement
  - Keynote speakers
  - Senior leader participation

# Strategic Decisions / Operational Actions

**NDIA**



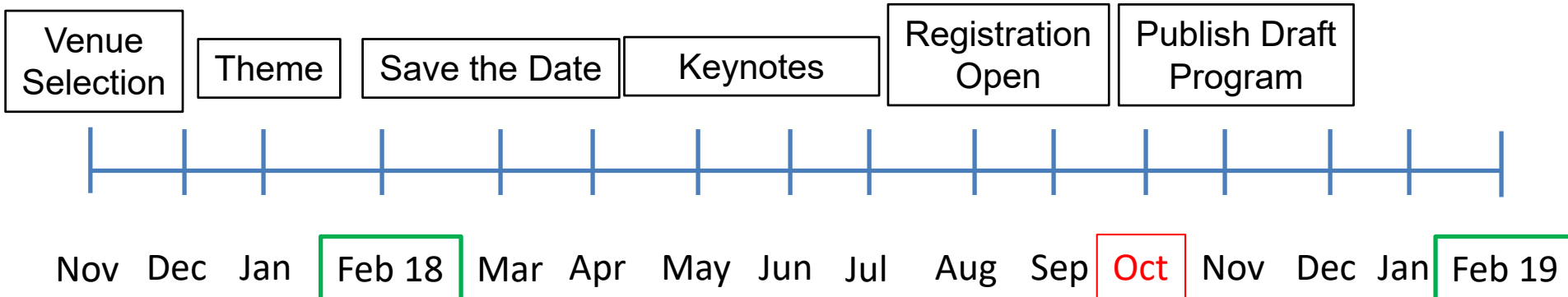


## Strategic Decisions

- ✓ Division/Client Input (mission/Vision/Strategy) (LL)
- ✓ Budget
- ✓ Event Structure
- ✓ Location/Date
- ✓ Theme
- ✓ Image
- Registration Strategy
  - Industry
  - Govt/Active Duty
  - Speakers
- MARCOM Strategy
- Metrics for Success

## Operational Actions

- ✓ RFP/Venue/Contract
- Save the Date Announcement
- Schedule at a Glance
- Exhibits/Sponsorships/Advertising
- ✓ Event Website
- Attendance & Justification Letters
- Invite Keynote Speakers (in-process)
- ✓ Develop Program (in-process)
- Open Registration
- Publish Draft Program



### Required Near Term Actions:

- Review registration fees and open registration
- Save the Date
- Keynote Invites