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, viewpoints and capabilities

Collaboration of Thought is Imperative
NDIA 2025

• 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
Program Development Advisory Council

- **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
Enterprise Collaboration

• **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)

<table>
<thead>
<tr>
<th>Year</th>
<th>FY16</th>
<th>FY17</th>
<th>FY19 YTD*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate</td>
<td>1,654</td>
<td>1,641</td>
<td>1,710</td>
</tr>
<tr>
<td>Individual</td>
<td>84,441</td>
<td>77,804</td>
<td>74,565</td>
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<tr>
<td>Uniform/Civ</td>
<td>19,134</td>
<td>19,057</td>
<td>17,253</td>
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*Mitigation: Figures reflect loss due to 21 M&A; 44 out of defense (FY16-18) and membership database improvements/clean up.

<table>
<thead>
<tr>
<th>Year</th>
<th>FY14</th>
<th>FY15</th>
<th>FY16%</th>
<th>FY17%</th>
<th>FY18%</th>
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</thead>
<tbody>
<tr>
<td>Retention Rate</td>
<td>84.29%</td>
<td>87.83%</td>
<td>86.70%</td>
<td>86.70%</td>
<td>89.42%</td>
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*Note: 82% membership retention rate industry standard
Member Value: Changing the Equation

Increased Engagement + Higher Level of Investment = Higher Revenue

- **Transactional Member**
  - Michael Shivers – Corporate Membership EC Council
  - Recruitment of New Corporate member - Global Allied Partners
  - $300

- **Engaged Member**
  - Cyber Education Committee initiative
  - $1000

- **Collaborating Member**
  - Southwest Chapter Formation
  - Avg. NDIA Chapter nets 10+ corporate members
  - Exponential Value

- **Member Advocate**
  - $
## Opportunity Driven Membership

### Academia
- Purdue University
- UDRI, University of Dayton Research Institute
- Fyics Research

### Labs / Think Tanks
- Center for a New American Security
- Argonne National Laboratory
- Lawrence Livermore National Laboratory
- Sandia National Laboratories

### Industry
- Uptake Technologies
- Rolls-Royce
- Oracle

### Foreign Owned
- Fincantieri Marine Group
- Kongsberg
- The Asia Group
- Mitsubishi Heavy Industries, Ltd.
- Hanwha

### Diversity
- Health Net
- Sarcos
- Interspiro

### Hypersonics
- Spirit Aerosystems
- GKN Aerospace
- LGS Innovations

### Silicon Valley
- Premise
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 Influencers

BOD
- Purdue

CEO/COS
- HealthNet
- Sarcos

Divisions & Chapters
- WallScotts Solutions
- GovCon
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
Communities of Influence

• 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

Division
- Armaments
- Cyber Augmented Operations
- Test & Evaluation-ICOTE
- PSA
- Strike and Land Attack Division
- Science & ET

Chapter
- Gulf Coast
- Tennessee Valley
- Wright Brothers
- Rocky Mountain
- Red River Regional
- Los Angeles
- San Diego
- Central Florida

Program
- Global Strike Symposium
- Armaments Symposium
- Air Armaments Symposium
- Army Science and Technology
- Space
- Science & Engineering Technology

Partner
- Missile Defense Agency
- Air Force Research Lab
- Office of Naval Research
- Air Armament Enterprise
- PEO Missiles and Space
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

- 2016
- 2017
- 2018

11/2/2018
Defense Market Saturation

Meetings & Events

Average = 13 events/month
Working Together for Success

Collective Buy-in

Audience Alignment

Shared/Clear Common Goals

Financials

Expand Target Audience
Increase Awareness
Co-Locating for Success

- Keynote/General Sessions
- Exhibits/Sponsors
- Networking
Co-Locating for Success

Human Systems Conference/TAG

**MONDAY**
- **TAG Only**

**TUESDAY**
- **Joint Conference**
  - Plenary Session
  - Breakout Sessions
  - Breaks, Lunch, Networking Reception
  - Posters

**WEDNESDAY**
- **Co-Located**
  - Separate Education
  - Joint Posters & Lunch
  - Lunch, Networking Breaks and Reception
A Success Story

Three Associations – One Meeting

Unified Theme  Equality  Separation of Events  Brand Identity
Unified Theme & Branding
Individual Brand Identity -- Sessions
Association Brand Identity
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

Strategy Session:
- Review Lessons Learned
- Budget Estimate
- Manpower Requirements
- Venue
- Theme
- Marketing/Comm
- Policy Lanes
- Sponsor/Exhibitor Strategy
- Speakers
- Senior Leader Involvement

Execution:
- Event Executed
- Announce Next Year Venue
- Initial Hotwash
- Survey
- Schedule Post-Event Meeting

15 14 13 12 11 10 9 8 7 6 5 4 3 2 1 0

Save the Date
Draft Program
Invite Keynotes
Venue Selection

Open Registration
Develop Survey

WAG / Justification
Create Website
Symposium | 10-13 Feb | Arlington, VA

**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

**Venue Selection**

**Theme**

**Save the Date**

**Keynotes**

**Registration Open**

**Publish Draft Program**

Nov  Dec Jan  Feb 18  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec  Jan  Feb 19

**Required Near Term Actions:**
- Review registration fees and open registration
- Save the Date
- Keynote Invites