

Inter-Society Committee launched the Inter-Society Technology Panel (ISTP) initiative in 2020, which is financially sponsored by the MTT-S. The inaugural two ISTPs were successfully organized during the 2021 International Microwave Symposium (IMS) on two timely topics: “5G Health Impact—Fiction or Facts” and “All in One...? Integration for the Future of Systems.” Once more, two ISTPs will be held during IMS 2022 on two exciting topics: “The Trend of Tiny AI: Will Ultra-Low-Power-Fully-Integrated Cognitive Radios Become a Reality?” and “Wearables—Our Life Depends on Them.” In addition, this initiative is being extended to the EuMA’s flag-

ship conference, European Microwave Week (EuMW), starting with EuMW 2022, in Milan. A special report is being prepared for *IEEE Microwave Magazine* to describe this initiative and recent activities in detail. In parallel to this ISTP, the Inter-Society Committee is engaged to launch the next initiative on the Inter-Society Distinguished Lecture program, which will create a joint Distinguished Lecture program sponsored by MTT-S and other sister/partner Societies and Councils to substantiate cross-sectorial collaborations of common interest through joint lectures and webinars. As this is still in early development, so please stay tuned.

If you are interested in our work or want to become a volunteer in the Inter-Society Committee, please do not hesitate to contact Ke Wu (ke.wu@ieee.org) or anyone listed in the Committee roster. We are also counting on your opinions and suggestions for the improvement of our future work. Your help and support will make a difference in the successful and healthy development of the MTT-S and our community.

## Reference

[1] S. C. Reising, “The MTT-S Inter-Society Committee-Embracing opportunities across the IEEE and elsewhere [MTT World],” *IEEE Microw. Mag.*, vol. 17, no. 9, pp. 74–76, Sep. 2016, doi: 10.1109/MMM.2016.2580329.

# The MTT-S Marketing and Communications Committee: Communicating with the MTT-S Community—2022

■ Sherry Hess 

The IEEE Microwave Theory and Technology Society (MTT-S) Marketing and Communications Committee (MarCom) mission is to enhance the brand value of our Society and visibility to our members; our community, inclusive of sponsors and advertisers; and the general public (Figure 1).

## The Committee

Presently, there are two subcommittees within the MarCom. Figure 2 lists the current members of the committee and subcommittees. In general, each subcommittee has a charter: the Marketing Branding and Communications Subcommittee is primarily responsible for brand awareness and Society visibility, whereas

the Electronic Content, Resource Center, and IEEE Learning Network Archives Subcommittee primarily drives lead generation, monetization, and retention for our Society. Our plans for 2022 can be seen in the chart shown in Figure 3.

## Brand

Being more specific, the goals of the MarCom in 2022 include rolling out a new brand/name, and there are several must-dos that need to be executed in short order. The first is embracing our new “Microwave

### Key Objectives

Since the IEEE Microwave Theory and Technology Society (MTT-S) Marketing and Communications Committee was formed in 2019, a reimagination of the past MTT-S Image and Visibility Committee, its responsibilities have grown to include

- our brand and Society logo
- enhancing membership value through the MTT-S Resource Center, webinars, and technical lectures
- revenue generation driven through third-party relationships to secure advertising opportunities in our *IEEE Microwave Magazine* print editions as well as related digital outlets
- a service bureau to all other committees within the MTT-S Administrative Committee to work in tandem for our overall Society growth and prosperity.

Figure 1. Key objectives of the MarCom Committee.

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<b>Marketing and Communications Committee (MarCom)</b>	
<b>Chair</b>	<b>Sherry Hess</b>
<b>Vice Chair(s)</b>	<b>Anding Zhu</b> <b>Greg Lyons</b>
<b>Advisors</b>	<b>John Barr</b> <b>Ramesh Gupta</b> <b>Amanda Scacchitti</b> <b>Madhu Gupta</b>
<b>Administrator</b>	
<b>Training Programs Initiatives Advisor</b>	
 <u><b>Subcommittee: Marketing, Branding and Communications</b></u>	
<b>Chair</b>	<b>Sherry Hess</b>
<b>Members</b>	<b>JK McKinney</b> <b>Jim Rautio</b> <b>Amanda Scacchitti</b> <b>Sara Barros</b> <b>Terry Cisco</b> <b>Nicholas Kolia</b> <b>Steve Huettner</b> <b>Amanda Scacchitti</b> <b>Hjalte Sigmarsson</b> <b>Tejinder Singh</b>
<b>YP Liaison</b>	
<b>Microwaves 101</b>	
<b>MTT-S Newsletter</b>	
 <u><b>Subcommittee: MarCom Electronic Content, Resource Center, ILN</b></u>	
<b>Chair</b>	<b>Brian Sequeira</b>
<b>Resource Center/ILN Production</b>	<b>Xun Gong</b>
<b>RC/ILN Production Advisor</b>	<b>Anding Zhu</b>
<b>Publications/ Microwave Magazine</b>	<b>Robert Caverly</b>
<b>Education/ Webinars</b>	<b>Wenquan (Cherry) Che</b> <b>Xun Gong</b> <b>Dietmar Kissinger</b> <b>Kamran Ghorbani</b> <b>Sridhar Kanamaluru</b> <b>Elsie Vega</b> <b>Kim Eilert</b> <b>Sara Barros</b> <b>Amanda Scacchitti</b>
<b>M&amp;S</b>	
<b>IMSEC</b>	
<b>MGA/ Membership</b>	
<b>YP Liaison</b>	
<b>MTT-S Booth/Electronic Presence</b>	

Figure 2. The MarCom subcommittees and members.

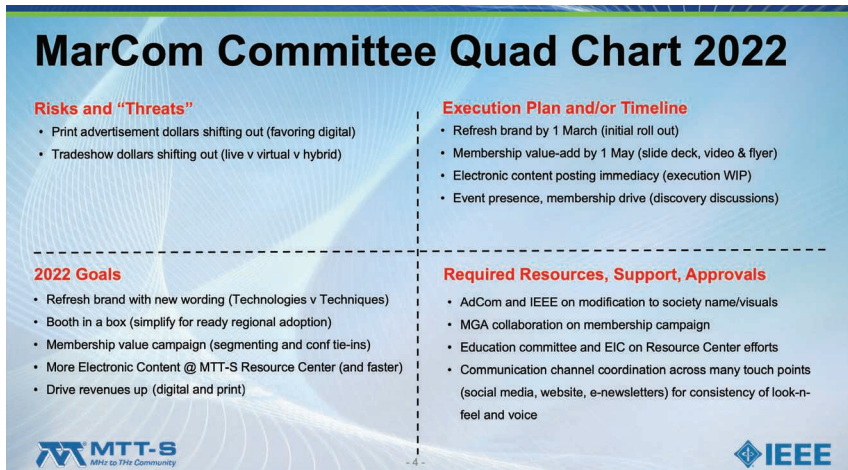


Figure 3. The MarCom quad chart for 2022.



Figure 4. The new Society logo with the "technology" word change.

Theory and Technology" name change, illustrated in Figure 4. The second is to ripple this through all facets of our visual identifiers, both online and in person, including

updating our branding guideline document, our booth assets, and creating brand equity both within our Society and among the broader at-large community of microwave and RF technologists.

### Resource Center

Adding value to our members is always on our minds. Starting with the MarCom's launch of the MTT-S Resource Center back in 2020, it is now time to focus on expanding it with additional content that adds technical depth and application breadth as well as timely access to quality assets. Enabling our global community to access this rich content 24/7 via the MTT-S Resource Center (Figure 5), regardless of physical location, is indeed a value-add to our many members.

### Print and Digital Mediums

Our third priority within the MarCom is to contribute to the funding available for the livelihood of our Society and its thousands of members. A key facet of that is to work with a third-party provider to secure print advertisers for our premier *IEEE Microwave Magazine* as well as digital advertisers for our plethora of online opportunities, such as newsletter posts, white paper promotions, webinar sponsorships, and more.

### Service Bureau

Finally, our priority to all Society members is to be a partner to your own success. As such, we work with the MTT-S Administrative Committee and its subcommittees to deliver quality solutions, maintain regular dialogues, and understand what's working and what needs improvement. Our vision is to be an internal service bureau that helps us all achieve our collective goals and to ensure that our brand is strong, awareness is great, and membership value flourishes.

### Conclusions

As stated at the beginning of this 70th anniversary article, the mission of the MarCom is to enhance the brand value



**Figure 5.** The IEEE MTT-S Resource Center, which is available 24/7.

of our Society. We accomplish this through visibility to our members, our community, and the general public.

To learn more about the MarCom, visit <https://mtt.org> or reach out to any of the committee members shown in

Figure 2. We look forward to hearing and learning from all who form our microwave and RF community.

## The MTT-S Meetings and Symposia Committee: Supporting Your Conference

■ Dietmar Kissinger 

The Meetings and Symposia (M&S) Committee of the IEEE Microwave Theory and Technology Society (MTT-S) is one of the standing committees of the MTT-S Administrative Committee (AdCom). It is responsible for the management of our Society's conference portfolio. The strategic vision of the M&S Committee is to increase membership numbers and value through high-quality conferences. To achieve this goal, we provide improved services to our conference organizers and try to cover the entire technical field of interest of our Society.

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In addition, the M&S Committee strives for an inclusive geographical distribution of MTT-S conferences and a healthy

and sustainable diversity in the gender, ethnicity, and career level of its organizers, contributors, and attendees.