

# Message from the Conference Vice-President

**Kenneth C. Fuller**



SMPTE conferences are no easy task to produce, and the logistics of putting on a SMPTE conference can be daunting, to say the least.

It usually starts over a year before the conference even takes place, as we scout for the best location, taking into consideration the travel, time, and expense of attendees. We also pay close attention to the industry-focused theme of the conference, to plot it in a geographical area close to the hub of that part of the industry. It doesn't stop there, as we must then locate a hotel with the appropriate conference and exhibition space that also meets our demand for room quality, value, and convenience for our attendees.

Months in advance, we begin working with the local SMPTE Section within the geographic area of the conference. The General Arrangement Chair, Audio Visual Chair, Sponsorship Chair, Student Chair, and other local SMPTE volunteers are the backbone to a successful conference. They work with the SMPTE staff to organize, arrange, plan, barter, strong-arm or beg, so that the conference runs successfully and smoothly. From helping solicit corporate sponsors, to arranging with manufactures to lend us high-end display equipment, the local SMPTE Section and its volunteers are the mortar that cements the conference together.

SMPTE staff are also busy marketing the conference, managing databases of hundreds of attendees, overseeing the exhibit hall preparations, and working with the companies that will exhibit, as well as carefully planning for preparation of food, beverage, and special events. You'd be surprised at the things that might appear ordinary, but are actually quite laborious to handle, like preparing Proceedings CD-ROMs, producing conference program books, and organizing the conference registration process, not to mention the social events that are a key to ensuring that attendees have ample opportunity to mix with members who they may not normally have an opportunity to meet.

So, if a SMPTE Conference seems to run smoothly, it's only because of the dedicated and unflinching efforts of many individuals, to whom this Conference Vice-President gives many thanks.