



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

Long Range Planning Committee: What Now? What's Next?

Winter Planning Meeting Vienna 2018

Advancing the Business of Intellectual Property Globally



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Key Priorities

- Retain and Increase Membership
- Have More Frequent Communications with Membership
- Increase the Relevant Content and Format of the Annual Meetings

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Recommendations: Membership

- Identify under-represented groups within LES
 - Corporations
 - Young Members
- Work with members of national societies to implement a plan to increase membership among those groups
 - Incentives

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Recommendations: Communications

- Regular Newsletter
- Communications to inform members of incentives, benefits, and LESI
- Communications from Committees to Members

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Recommendations: Meetings

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Where Do We Go From Here?

- Address concerns of less active members
 - Lack of connection to the organization
 - Lack of understanding re (1) how the organization is structured; (2) how to get involved
- Representatives from National Societies on LRPC
- Look to segments of LES that are growing

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