



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

LESI Winter Planning Meeting Vienna 2018

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LESI International Conferences Reviewed

- LESI Annual Conferences, including upcoming calendars
- Role of Meetings Committee and LESI offices
- Regional Meetings:
 - Pan-European
 - Asia-Pacific
- Young Members International Conference

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How well do you remember....?

- How many people attended last year's LESI conference in Paris? @450 @350 @600
- What was the surplus in Beijing ? 50k, 60k, 75k, 100k
- What is the share of surplus between LESI and the local society? 20%, 30%, 100%, 50%
- When was the last time the LESI Annual Meeting was held in USA/Canada 2008, 2010, 2011
- Where was that meeting held? Toronto, Chicago, San Diego
- Where will the next LESI conference be held? Munich, Rome, Sydney, Yokohama, Seoul

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How well do you remember?.....



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Role of LESI Conferences

- In response to member surveys, meetings and conferences seen as the **most significant benefits** of membership
- **Education:** clearly an opportunity to exchange latest developments and share best practices
- **Building relationships:** through face to face contact, (important not just for professional roles, but) for the international elements of LES chapters
- **Networking** to build business partnerships
- LESI has a **family friendly** reputation (at least historically and so attractive to members)
- Other IP organisations still have well attended meetings – we have had good attendance in recent years but could do better!
- LESI Annual Meetings put **local societies in the spotlight**
- **International Committees** can develop, thrive and share latest trends and news from their sectors

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LESI Annual Conference – Shared support from LESI for local Chapters

- Updated LESI Annual **Meeting Manual** (sets out key principles for LESI conferences, as well as providing additional practical insights to support local societies).
- **LESI Meetings Committee:** available for conference calls and discussions around how the whole range of different forms of support can be provided to the organising chapter. LESI is available to help with content / budgets /marketing/sourcing speakers/connecting to LESI Committees/
- LESI HQ: support for the organising chapter in terms of practical information, past budgets, marketing support etc. Roles to be discussed with each conference, but resource is available.
- LESI Annual Conference has a strong brand and acts as a showcase for the whole LES community. The annual conference is also a source of revenue for LESI since 50% of any profit achieved is passed to LESI.

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Challenges facing LESI Meetings – How should we address these?

- Cost of attendance – do we think the costs are reasonable e.g. \$995 for San Diego Early Bird?
- Competition from other IP organisations – what should we do about this? What is the LESI differential?
- Annual meetings can be very time consuming for busy people -particularly in industry. We have cut the Annual Meeting to 2 days – is this working?
- (Potential) lack of uniformity in organization – should LESI be more involved in the organization of LESI Annual Meetings?

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Regional Meetings

Regional Meetings - generally very successful.

The regular **Pan-European** Conferences:

Traditionally these have been organized by a committee comprising all European Presidents, to ensure that an international conference accessible to members is held in years where the LESI International Conferences is located outside Europe (such as in Asia or North America)

Asia-Pacific:

Also organised by the Presidents in these regions- extremely successful meetings.

Other emerging regions:

Mid- and South America

Is there drive to develop additional meetings there?

Discussion Points:

1. Timetables- not to clash with LESI international conferences, or specific local chapter events: e.g. Can LESI play a co-ordinating role by supporting kick-off conference call and holding diary of such events?
2. Should there be more focus on these events ?
3. Should LESI be more involved? At present there is little involvement and all provided for free so good resource!

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International Young Members Conferences

- Recent growth of this community has led to several highly successful events, following the regional meeting models such as in North America and in Europe.
- The IYM Committee has been developing its own meetings manual to assist different groups being able to lead such events.
- Discussion: what lessons can be learned and shared from this community in the spheres of shaping, driving interest in attendance and organising such conferences?

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