



Strategic Plan - 5 Year

2024– 2029



WESTERN ASSOCIATION OF BROADCAST ENGINEERS

At WABE, we're dedicated to fostering a vibrant community of professionals deeply entrenched in the dynamic landscape of media technology. Originating from all over Canada, our community primarily consists of broadcast technicians who have long been the backbone of engineering departments at radio and television stations. However, our community has evolved, now embracing individuals from diverse backgrounds, all united by their involvement in media & entertainment technologies.

With a steadfast commitment to advancing industry knowledge and accessibility, our association focuses on four key domains within the media industry:

Video Systems & Standards

Audio Systems & Standards

Control Systems for Media (including IT)

RF & Distribution Systems encompassing Transmitters & Streaming.

Primary means of achieving this is by the organization of an annual convention at which appropriate technical papers are presented and current media entertainment technologies is exhibited. The annual convention also provides a venue for technical people to share information and their experiences.

ORGANIZATIONAL OVERVIEW

WABE currently has an executive of 3 people who server a 6 year team starting as Secretary Treasurer for 2 years moving to president and then Past President these three volunteers guide the organizations to hold the annual conference and achieve the organizational goals. The remainder of the board are volunteer Chair and are committee members who help us execute the annual conference. Part of this strategic plan includes making this organization view more robust and evaluate and make changes for the future.

GOVERNANCE

Content

FOUNDATIONAL ELEMENTS

VISION:

WABE's Vision is a connected Media and Entertainment Technology Industry and their ideas.

MISSION:

WABE's mission is to empower professional learning through networking, research, and community.

CORE VALUES:

WABE Core Values help define our conduct and serve as guiding principles for our Council's priorities, goals, objectives and actions:

Inclusivity

Whether you're embarking on your journey or are a seasoned industry veteran, if you're engaged in media technology, you're an integral part of our community.

Connection

In an industry often marked by solitude or small team dynamics, WABE provides a vital platform for professionals to forge meaningful connections with like-minded peers.

Education

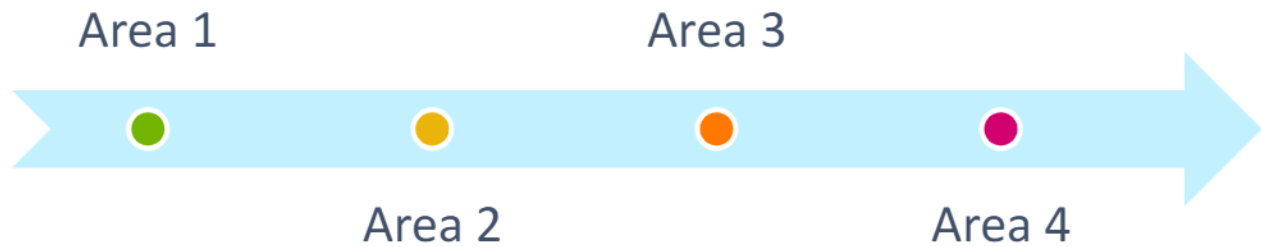
Given the perpetual evolution of media technology, our unwavering dedication to continuous learning ensures that our members remain at the forefront of industry advancements.

Collaboration

it is not who we work for at WABE it's the work we do that brings us together

STRATEGIC DIRECTION 2024-2025

KEY GOAL FOCUS AREAS:



Goal 1: Increasing and Improving Outreach

Strategy 1: Advertise WABE through attendance at other conferences.

Strategy 2: Establish strong connections with organizations, schools, and in-kind partnerships.

Strategy 3: Increase exhibit hall attendance to 500 attendees a year.

Goal 2: Strengthening Brand Recognition

Strategy 1: Address marketing and promotion strategies...

Strategy 2: Reach out to more vendors and suppliers.

Strategy 3: Address branding issues and clearly define who we are and the benefits of WABE.

Goal 3: Attaining Sustainability

- Strategy 1:** Explore different conference models.
- Strategy 2:** Determine acceptable ROI for vendors.
- Strategy 3:** Reduce the cost of attendance by accurately projecting conference costs and seeking 3rd party advice on conventions and hosting.

Goal 4: Robust Internal Planning and Maintenance

- Strategy 1:** Update website and internal policies and procedures.
- Strategy 2:** Restructure sponsorship levels to provide more ROI and opportunities for vendor exposure.
- Strategy 3:** Update budget and financial policies for quicker decision-making.

ACTION PLANS

Here's a list of action items derived from the priorities for 2024-2025:

1. Increasing and Improving Outreach

- Advertise WABE through attendance at other conferences.
- Establish strong connections with organizations and schools.
- Develop in-kind partnerships.
- Increase exhibit hall attendance to 500 attendees a year.

2. Strengthening Brand Recognition

- Address marketing and promotion strategies.
- Reach out to more vendors and suppliers.
- Resolve branding issues.
- Clearly define WABE's identity and benefits.

3. Attaining Sustainability

- Explore different conference models.
- Determine acceptable ROI for vendors.
- Reduce the cost of attendance by accurately projecting conference costs.
- Seek third-party advice on conventions and hosting.

4. Robust Internal Planning and Maintenance

- Update the website.
- Revise internal policies and procedures.
- Restructure sponsorship levels to offer more ROI and vendor exposure.
- Update budget and financial policies for quicker decision-making.

ADDITIONAL GOALS 2025-2029

Increasing and Improving Outreach

- Invite media colleges and universities to join WABE.
- Bring value to membership through a preferred vendor program.
- Continue newsletter and increase email frequency to keep members connected.
- Secure educators to present topics and technical papers in all areas of Media.
- Create smaller opportunities for local gatherings to develop relationships and share ideas.
- Provide virtual networking and learning opportunities.
- Attend other MET conventions as an organization.
- Advertise the conference through social media, other publications, and other sharing methods.

Strengthening Brand Recognition

- Update messaging to better reflect WABE's value.
- Clearly define WABE's identity and benefits.

Attaining Sustainability

- Forecast financials to ensure sustainability and reconsider additional revenue sources.
- Increase communication with vendors to adapt to changing economic challenges.
- Explore changes to the hotel/convention floor model to make attendance more accessible.
- Work with local venues to reduce show costs.
- Increase vendor interaction with delegates through regional meetups, pavilion-style conventions, or hosted demos.
- Coordinate with vendors to identify their customers and invite them to WABE functions.

Robust Internal Planning and Maintenance

- Restructure the executive team, adding positions and revising requirements.
- Reevaluate membership requirements and vendor inclusion.
- Reassess executive and committee roles to align with current needs.
- Implement data analytics for vendors while safeguarding member privacy.
- Continue providing affordable technology solutions as a committee.

MEASUREMENT AND EVALUATION

WABE is committed to ongoing and continuous evaluation.

OUR COMMITMENT

Annual review of strategic plan with measurable targets and indicators

Integrate strategic goals and priorities into board meeting discussions and decision-making