

APSCC Board of Directors Meeting 2021 Q3

Wed 07 July 2021

PRESENTED BY
Christopher Slaughter

2021 Q2 APSCC Board Meeting

The APSCC logo features a stylized orange and white 'A' symbol followed by the letters 'PSCC' in a bold, white, sans-serif font.

AGENDA

1. Finances
2. Events
3. AOB

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FINANCE UPDATE



	2021 <i>YTD Actual</i>	2021 <i>Forecast</i>	2021 <i>Budget</i>	2020	2019	2018
REVENUES						
Annual Membership Fee	103,000	130,000	182,000	163,729	178,607	161,929
Annual Conference	0	0	180,000	3,081	200,615	210,600
Other Events / Webinars	33,000	78,500	78,000	84,881	0	0
Publication	0	2,500	6,000	5,281	5,338	5,511
Fund & Bank Interest	7,000	14,000	14,000	25,950	32,081	23,333
REVENUES TOTAL	143,000	225,000	460,000	282,922	416,641	401,373
EXPENSES						
General & Admin Expenses	17,000	36,000	36,000	44,027	48,856	45,331
Salary & Wages	84,000	175,000	175,000	172,981	181,044	237,389
Consultant & Service Fees	65,000	128,000	130,000	137,164	48,448	12,042
Business Travel	0	0	12,000	12,068	8,915	5,530
Annual Conference	0	0	100,000	4,964	114,707	114,581
Other Events / Webinars	300	500	7,000	6,193	0	0
Publication	0	0	500	9,416	9,720	17,821
EXPENSES TOTAL	166,300	339,500	460,500	386,813	411,690	432,694
NET PROFIT / (LOSS)	(23,300)	(114,500)	(500)	-103,891	4,951	-31,321

<i>Current Cash Balance (05 July)</i>	115,000
<i>Forecast Cash Balance (31 Dec)</i>	500

MEMBERSHIP REVENUE

▲ **Target Revenue = US\$182,000**

▲ **Current Forecast = US\$130,000**

- Some renewals still outstanding
- Five new members to date

▲ **Pipeline = US\$35,000**

- Active discussions underway with seven prospective new members

- AsiaSat
- Landspace
- SkyBridge
- Astroscale
- Momentus
- AVL Tech
- Relativity Space

▲ **Total Achievable Revenue = US\$165,000**

- Still a shortfall of **US\$17K** from target
- Required: full renewals, full pipeline conversion, plus two or more additional new members @ US\$5K ea

OTHER EVENTS / WEBINAR REVENUE



▲ Target Revenue = US\$78,000

▲ Current Forecast = US\$78,500

- Webinar and ATxSG sponsors
 - MAXAR
 - Marsh
 - Avealto
 - Hughes
 - Arianespace
 - RRA
 - Eutelsat
 - KTSAT
 - Hughes
 - Airbus
 - Measat
 - Safran

▲ Pipeline = US\$16,000

- Prospective sponsors:
 - AWS (Master Class = US\$10,000)
 - iDirect (Webinar in September = US\$6000)

▲ Total Achievable Revenue = US\$94,500

- If Pipeline achieved, balances shortfall from Membership

▲ Need to generate at least another US\$114K to break even

- Webinar revenue pipeline = **US\$16K**
- Membership revenue pipeline = **US\$35K**
- Event revenue pipeline = ???

▲ Total Break-even Revenue Gap = **US\$63K**

- “Break-even” refers to Budget 2021, not cash on hand

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2021 APSCC EVENT DECISION TIME



▲ **Four months + away from traditional APSCC Conference date (late November, early December)**

▲ **Three options:**

- **In-Person Event**

- Priced Seoul & Singapore venues (Singapore with SSTL support)

- **Hybrid Event**

- Five locations, Seoul, Singapore, HK, Tokyo, Jakarta
 - Potential additional revenue from webinars

- **Webinar Only**

ACTIVITY P&L SCENARIOS



2021 Conference Forecast		2021 Conference Forecast		2021 Conference Forecast		2021 Hybrid Forecast		2H21 Webinar Forecast		
K Hotel Seoul	REVENUES		REVENUES		REVENUES		REVENUES		REVENUES	
	Registration	37,500	Registration	37,500	Registration	37,500	Registration	3,000	Registration	0
	Sponsorship	112,000	Sponsorship	112,000	Sponsorship	112,000	Sponsorship	87,000	Sponsorship	73,000
	Exhibition	0	Exhibition	0	Exhibition	0	Exhibition	0	Exhibition	0
	TOTAL REVS	149,500	TOTAL REVS	149,500	TOTAL REVS	149,500	TOTAL REVS	90,000	TOTAL REVS	73,000
	COSTS		COSTS		COSTS		COSTS		COSTS	
	Venue & Banqueting	25,000	Venue & Banqueting	58,000	Venue & Banqueting	40,500	Venue & Banqueting	15,000	Venue & Banqueting	0
	Printing, Art, & Web	14,000	Printing, Art, & Web	14,000	Printing, Art, & Web	14,000	Printing, Art, & Web	0	Printing, Art, & Web	0
	Event Operation	25,000	Event Operation	25,000	Event Operation	70,000	Event Operation	5,000	Event Operation	4,000
	TOTAL COSTS	64,000	TOTAL COSTS	97,000	TOTAL COSTS	124,500	TOTAL COSTS	20,000	TOTAL COSTS	4,000
NET PROFIT	85,500	NET PROFIT	52,500	NET PROFIT	25,000	NET PROFIT	70,000	NET PROFIT	69,000	

IN-PERSON EVENT PROPOSAL



▲ Delegate Revenue = US\$37,500

- Early Bird price = US\$500 x 25 pax = US\$12,500
- Regular Price = US\$1000 x 25 pax = US\$25,000
- Delegates = capacity is 100 pax, based on alert level, up to 200 pax

▲ Sponsorship Revenue = US\$112,000

- Cocktails X 2 = US\$25,000
- Coffee Break X 2 = US\$10,000
- Lunch X 2 = US\$30,000
- Delegate Badges, Lanyards, Bags = US\$11,000
- Video Playout/Session Sponsorship X 4 = US\$12,000
- Program/Brochure = US\$4000
- Item Distribution x 2 = US\$10,000
- Refreshments x 2 = US\$10,000

IN-PERSON EVENT PROPOSAL (CONT)



▲ **Cost Assumptions = US\$64,000 – US\$124,000**

- 2 days at venue, including lunch service
- No exhibition sponsors, no booth construction cost
- Additional costs for printing programme, graphic design, video & online distribution
- In Seoul, APSCC Secretariat provides on-ground operation lead, some 3rd party support required
- In Singapore, 3rd party support provided by SSTL at US\$45,000 cost, Secretariat staff provide remote direction

HYBRID EVENT PROPOSAL



▲ Delegate Revenue = US\$3000

- In-person Delegate price = US\$150 x 20 pax = US\$3000
- Online Delegate Price = free
- Delegates = 20 ea @ 5 venues = 100 maximum

▲ Sponsorship Revenue = US\$87,000

- Virtual Seoul interface (for online delegates) = US\$5000
- Cocktails @ 5 venues X 2 = US\$10,000
- Coffee Break @ 5 venues X 2 = US\$10,000
- Item Distribution @ 5 venues x 2 = US\$50,000
- Video Playout/Session Sponsorship X 3 = US\$12,000

▲ Cost Assumptions = US\$20,000

- 2 half-days @ 5 venues, including coffee breaks, cocktails
- Zoom costs, modest additional web design expenses

WEBINAR-ONLY PROPOSAL



▲ Delegate Revenue = US\$0

- Online Delegate Price = free

▲ Sponsorship Revenue = US\$73,000

- Webinar X 7 = US\$42,000
- Master Class X 3 = US\$20,000
- Innovation Showcase X 2 = US\$6000
- Registration Sponsor = US\$5000

▲ Cost Assumptions = US\$4000

- Zoom costs, modest additional web design expenses

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▲ Daniel Kim, KT Sat

- Proposal re: Korean Executive Director

THANK YOU!