

A New Marketing Channel for Technical Committees

The IEEE Signal Processing Society (SPS) is pleased to introduce a new marketing resource designed to enhance visibility and engagement for our Technical Committees (TCs) through dedicated TC email marketing lists. These lists are designed to help you more effectively showcase your committee's activities and engage your targeted community.

What Are the Technical Committee Email Marketing Lists?

SPS has created dedicated email lists for each Technical Committee to support targeted outreach and promotion of TC activities. These lists are automatically populated with individuals who meet one or more of the following criteria:

- Membership of the respective Technical Committee, and/or
- Identification of the TC's technical domain as an area of expertise or topic of interest, such as participants in related conferences and events, such as ICASSP, ICIP, TC-sponsored workshops, and similar activities.

Available Technical Committee Email Lists

The following marketing lists are currently available for use:

- AASP
- ASPS
- BISP
- CI
- IFS
- IVMSP
- MLSP
- MMSP
- SAM
- SLTC
- SPCOM
- SPTM

Appropriate Use of the Lists

These marketing lists are intended solely for promotional purposes, such as:

- Announcing TC activities, initiatives, or programs
- Promoting workshops, challenges, or calls for participation
- Highlighting opportunities relevant to the TC community

They are not intended for routine committee communications such as meeting notices, agendas, minutes, or administrative reminders.

You only have access to send emails to your specific TC's list. If you would like to do a cross-promotion with another TC, you will need to obtain written authorization from that committee granting permission to email their list.

What You Need to Provide

When submitting a request, you will be responsible for providing us with the following details: email content, images, and a call to action.

Please note: SPS staff will refine and format submitted content, but will not create marketing emails from scratch.

Technical Committee Email Request Process

Please review the following process for requesting a marketing email.

1. **Submit your request at least three (3) weeks before** your desired send date.
2. [Complete the intake form](#), including:
 - a. Your draft copy
 - b. Images or image suggestions (email header images should be 600 x 200 px)
3. A clear call to action
 - a. *Note: We will enhance and format your content, but we do not create emails from scratch.*
4. **Within 1.5 weeks** of receiving your submission form, SPS staff will provide a draft email for review.
5. You will have **three (3) days** to provide edits or feedback.
6. SPS staff will incorporate your feedback and return a **final version within three (3) days** for approval.

Technical Committee Email Request Process (*continued*)

7. Each approved email may be sent **up to two times**—the initial send plus one additional send.
8. Please indicate your preferred send dates on the intake form, and SPS staff will make every effort to accommodate them.

Get Started

To begin using the new marketing channel, please [complete the TC Email Marketing Intake Form](#).

Contact

If you have any questions about the process, please reach out to Nikki Leske, SPS Communications and Experience Manager, at <mailto:n.leske@ieee.org>.