

ASIANComNet 2026 Promotion Plan

I. Preparation and Infrastructure (Establishing Conference Identity, Preparing Materials, Laying Out Promotion Channels)

1. Website Construction and Material Preparation

- Build the conference website (ensure the conference logo, banner, and content display properly and aesthetically on both H5 mobile and PC endpoints)
- Promotional posters
- Promotional video

2. Establishing Official Social Media Presence

- Social media platforms: X (Twitter), LinkedIn, Facebook, WeChat Official Account
- Content to publish: Promotional materials (tweets/posts, posters, or videos)

3. Mailing List Development

- Prepare official committee email addresses
- Compile email lists of attendees from previous editions of the conference
- Collect email addresses of members from relevant societies and associations in the field (ensure privacy compliance; contact society secretariats to send email notifications). Explore every possible avenue to identify potential participant email addresses.

II. Phased Promotion

1. Warm-up Phase (Building a Pool of Potential Authors, Expanding Academic Influence, Testing Website Traffic)

- Publish conference announcements, videos, posters, and other promotional materials on major social media platforms
- Notify the core circle: Send formal emails to all conference committee members, informing them of the conference preparation progress. Request them to repost the conference announcement on their respective lab websites, personal homepages, and social media.

2. Intensive Promotion Phase (Maximizing Exposure, Increasing Submission Quantity and Quality)

- Leverage the power of the committee: Mobilize all committee members. Utilize their academic influence and personal academic networks to broaden the international call for papers and enhance submission quality, providing core support for the conference.
- Utilize official IEEE channels: Upon IEEE approval, the conference will be automatically listed in the IEEE conference database. Apply for the Call for Papers information to be published in the newsletters or email distributions of relevant IEEE Societies.
- Academic databases and platforms: WikiCFP, AllConferences.com, Conference Alerts, Eventbrite, China Academic Conference Online (中国学术会议在线).
- Email marketing: Acquire data sources. Find highly cited authors in related fields via IEEE Xplore, or

collect potential author emails through databases like DBLP. (Commence first round of email marketing after IEEE approval; send reminders 1-2 months before the deadline; send the final call one week before the deadline.)

- Contact universities and labs: Reach out to the administration offices of relevant departments at renowned universities worldwide, requesting the Call for Papers poster be displayed on the department website or bulletin board. Send 定向 invitations (targeted invitations) to key laboratories in related fields.

3. Sprint Phase (Converting Hesitant Authors, Expanding Submissions)

- Submission deadline countdown: Post countdown reminders on major social media platforms, emphasizing the rigorous review process and the publication advantages upon acceptance (e.g., inclusion in IEEE Xplore, expected EI/SCOPUS indexing).
- Early bird registration notification: Set early bird registration fees to incentivize authors to register and pay promptly.
- Acceptance notification and guidance: In the acceptance notification emails, along with the result, strongly guide authors towards immediate registration (to take advantage of early bird discounts).
- Call for Special Sessions/Workshops: If the number of main track submissions grows slowly, invite leading experts in the field to organize Special Sessions. They will be responsible for soliciting papers for their sessions, which is an effective way to quickly boost submission numbers.
- Announce program and speakers: Allow potential participants to see the richness of the conference program. Prominently introduce Keynote Speakers; create a series of posts or posters introducing each speaker.
- Hotel and visa services: For an international conference, provide detailed guides on applying for visa invitation letters and hotel reservation information to alleviate concerns for international participants.