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ASPIRE, New Signature Event for The Human Factors and Ergonomics Society

During the 67th Annual Meeting, The Incoming President-Elect Announced a New Event Brand and Format for the Annual Meeting That Conglomerates Academicians, Researchers, Students and Practitioners, Among Other Professionals

Washington, D.C.—October 24, 2023—The [Human Factors and Ergonomics Society](#) (HFES) announced today the re-branding of their signature event to ASPIRE. ASPIRE, which stands for Advancing Systems & Practice through Innovation, Research, & Education, is reflective of HFES’ mission and long-standing organizational brand.

“ASPIRE is a taste into the future of what our organization can do to advance human factors and ergonomics (HF/E) science. It is a modernized and collective effort from our Executive Council to reflect the audiences we want to attract to our signature event. We wanted ASPIRE to reflect that our organization is composed of humans working for humans, so we decided to include the Vitruvian man in HFES’ logo, which relates to our organization by combining design and science to make the world better for humans. ASPIRE relates to the hopes of achieving something greater for humankind,” said Susan Kotowski, incoming President-elect of HFES.

The collective effort, led by Kotowski, had the collaboration and input from their Executive Council and young professionals, students, practitioners and the academic community to ensure ASPIRE reflected the needs and wants of the HF/E community. HFES is the world’s largest scientific association for human factors and ergonomics professionals, founded in 1957. The mission of HFES is to advance the science and practice of designing for people in systems through knowledge exchange, collaboration, and advocacy.

The announcement came as part of Kotowski’s opening remarks during this year’s 67th Annual Meeting in Washington, D.C. “We study, design, build, test, break, rebuild and continue to improve systems to help people live better, safer and more productive lives. We gather to foster collaboration and unlock exponential possibilities. We aspire to inspire others,” said Kotowski. “We want you to encourage your peers and young professionals in our field to attend ASPIRE next year. We are transforming our signature event to build value for our members and those not currently attending our annual meeting.”

ASPIRE 2024 will be held in Phoenix, AZ, from September 9-13, 2024. To learn more about this event, watch the event video [here](#) or visit: [hfes.org](https://www.hfes.org).

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About Human Factors and Ergonomics Society (HFES)

Founded in 1957, HFES is the world’s largest scientific association for human factors/ergonomics professionals. HFES serves the needs of members and the public by promoting and advancing the discovery and exchange of knowledge concerning the characteristics of human beings that are applicable to the design of systems, products, tools, and environments of all kinds. The society’s more than 3,000 members work in educational institutions, companies, government and military research

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centers, and independent consultancies in 58 countries. About 15 percent of members are students. For more information, please visit <https://www.hfes.org/>.