



# 2020 IATA Future Air Cargo Executives FACE UP Cargo Career Competition

## Judging Criteria

The Jury will be asked to evaluate the entries received based upon the innovative, transforming, and visionary nature of the content, as well as the quality of the solution presented in the thesis.

The three entrants with the highest cumulative score will be selected as finalists. Each judge will rate the entries based on the criteria below:

### 1. Relevance for the air cargo industry

The submitted thesis addresses air cargo challenges with a focus on the following topics:

#### Innovate & transform the industry

Examples: future technologies, digitalization

#### Enrich the customer experience

Examples: Online services increasing visibility & transparency, service customization & dynamic pricing

#### Improve operations

Examples: optimizing operations, automation, enhancing supply chain collaboration

#### Workforce of the future

Examples: impact of 4<sup>th</sup> industrial revolution, core skillsets of the future, human workforce vs. automation

### 2. Innovation

The dissertation represents a breakthrough on air cargo technology and processes; and opens up horizons for new value-added services and business models.

### 3. Originality of the topic covered

The thesis illustrates the student's capacity to think out of the box and showcase a unique point of view/area of application.

### 4. Presentation Skills

The video presentation of the entrant (part of the application requirements) should demonstrate their public speaking skills in delivering effective, captivating, and engaging presentations.

### 5. Quality of the research

The student has demonstrated their academic and research skills, writing a thesis with rigor, clarity, and consistency.