

2022 Digital Think Tank

Purpose:

The Digital Think Tank aims to brainstorm ideas to digitalize areas that can directly benefit airlines. The goal is to lead the change for airlines through the creation and implementation of new ideas. These ideas will be elaborated in an industry white paper and proof of concepts/demonstrations presented on stage at the IATA symposium.

Designed for:

- Aviation industry service providers
- Digital enterprises
- Technology providers
- Consultancy firms
- OEMs
- GDSs
- Other suppliers

Areas of activity:

The scope is wide and covers all activity from distribution to sustainability. In order to streamline the activity, IATA, in coordination with the governance bodies, will extract the top priorities for digitalization. This will result in 3-5 pre-selected themes for the think tank.

Activity

The think tank meets face-to-face four times throughout the year.

The team meets to brainstorm potential themes that will be flushed out into ideas. A subgroup will be created for each idea, which will articulate the idea and develop the white paper content as well as develop a PoC to further demonstrate the idea.

Benefits

Beyond the opportunity to develop valuable contacts within such an intimate group, the partners will be at the forefront of the new idea development, gain insight on current airline challenges and have the opportunity to develop proofs of concepts with the airlines that may lead to future industry standards.

Additional SP Benefits

- Exclusive usage of the IATA Strategic Partnerships logo
- Inclusion in the IATA Strategic Partnerships online directory
- Promotion through the electronic quarterly Strategic Partner newsletter, viewed by thousands of aviation industry contacts
- Monthly posting of Strategic Partners' press releases on the IATA website
- IATA Clearing House discount
- Purchase IATA publications at a discounted rate
- Attend IATA training courses at a reduced fee

Interested?

Find out more about the IATA Think Tanks at www.iata.org/thinktank

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