Unlocking Innovation through Industry Collaboration

What does the Innovation Day reveal?

**Strategic Vision**

The Digital Transformation Advisory Council (DTAC) acts as advisor to the Board and work closely with IATA management on all matters related to industry transformation.

The Distribution Advisory Council (DAC) acts as advisor to the Board and work closely with IATA management on all matters related to distribution.

In this session, you will hear from DTAC and DAC members the industry priorities updates and how to address them.

**Digital Identity**

Industry Digital Identity Proof of Concept (PoC) is an industry effort across the passenger journey, from shopping to travel, to offer a more personalized, seamless, and secure travel experience.

In this session, you will hear about the PoC progress and the roadmap for 2024.

**Innovating with Startups**

The Accelerate@IATA program gives airlines and value chain partners access to startups and leading-edge technologies, with the objective to facilitate projects, pilots, and implementations between the partners and the startups.

In this session, you will see the live demos from startups.

**MAR Program**

The Modern Airline Retailing (MAR) was established by IATA in December 2022 to advance customer centricity and value creation in the airline industry.

In this session, you will learn all you need to know about this program.

**Digital Innovation Partners**

The purpose of the IATA Digital Innovation Strategic Partnership program is to foster a culture of digital innovation and transformation within aviation.

You will hear what the Strategic Partners are currently working on to support the industry priorities.

**Open API**

The Open API program accelerates the transition away from costly legacy systems and processes towards an open technology environment.

In this session, you will hear about Open API Hub and how to get involved.

**Upskilling for the Future**

Strategies for cultivating a culture of innovation within organizations and empowering employees are key to contribute to the innovation process.

In this session, you will hear from the industry on how cooperations can stay ahead of the game in the rapidly evolving technological landscape.

**Innovation Roundtable**

Industry discussion on cutting-edge tech trends, foster collaboration, and drive innovation at our roundtable where minds converge to shape the future.

In this session, you will hear the about Open API Hub and how to get involved.

And much more! Please watch this space.