

## 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.**

#### 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.**

#### Innovation Roundtable

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

#### 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.**

#### 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 the about Open API Hub and how to get involved.**

#### 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.**

#### 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.**

And much more!  
Please watch this space.