

# Digital Innovation

## Purpose

The purpose of the IATA Strategic Partnerships Digital Innovation area of involvement is to foster a culture of digital innovation and transformation within aviation with a specific focus on the end-to-end customer journey, including modern airline retailing and contactless travel.

## Designed for

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

## Activities

- Strategic Partners will be invited to attend and potentially present at two “Innovation Days”, which bring together airlines, Strategic Partners and startups to explore new digital and technological trends and the latest developments.
- Two focused round table events with specific themes and targeted discussions including the most active airlines from our digital innovation community.
- Triannual webinars where selected Strategic Partners will showcase the latest innovative solutions supporting airlines in their digital transformation journey.
- Strategic Partners will have the opportunity to participate and contribute to IATA’s “innovation sprints” (ideation, proof of concept, and/or prototyping sprints) supporting our industry transformation programs. The sprints will include a small group (under 10) members of airlines and partners. The different sprints and their scopes will be communicated to the Strategic Partners.

## Focus Areas

- Digital Transformation
- Innovation
- Data, AI, ML
- New Technologies

## Area Benefits

- Be at the forefront and contribute to the latest industry digital transformation initiatives.
- Interact and network with airlines actively involved in IATA’s digital and innovation activities.

- Acquire dedicated time by phone or face to face with the IATA Innovation Team to assist in vetting potential startups for investment or acquisition. Pitch ideas for new products or services and/or receive innovation advice.
- Exposure to the latest developments/trends by attending bi-annual all IATA “Innovation Days” to explore digital innovation, emerging tech trends, challenges and opportunities within the aviation sector, and get updates on industry-led projects and latest thought leadership originating from the IATA Digital Transformation Advisory Council.
- Media mention (video Interview to be performed at an IATA Innovation Day) and to be featured on the IATA website.

## **Additional Benefits**

- Exclusive usage of the IATA Strategic Partnerships logo
- Inclusion in the IATA Strategic Partnerships online directory
- Promotion through the electronic quarterly Strategic Partnerships newsletter, viewed by thousands of aviation industry contacts
- Partners may purchase publications at a preferential rate.
- Partners may attend, at a reduced fee, IATA training courses. Strategic Partners may receive a 55% discount on the first 2 seats per year to any IATA classroom course (subject to availability)
- Discounts to attend IATA Conferences
- Monthly posting of Strategic Partners’ press releases on the IATA website

A full list of Partnership benefits can be found [here](#).

## **Contact**

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