IAC HOSTS SUMMIT

Seventh Edition
Sunday 20 October 2019, 10:30 to 13:00
Walter E. Washington Convention Center, Room 202B

Welcome Address and Opening Remarks by Master of Ceremony & Moderator
(5 minutes)
Clay MOWRY
Vice President – Global Sales, Marketing & Customer Experience, Blue Origin
IAF VP for Financial Matters and IAC Evolution

IAC 2018: the IAC of All Records
(10 minutes keynote)
Heiner HESELER
Chairman of the IAC 2018 Steering Committee

The IAC 2018 holds the newest record of attendance with more than 6.500 delegates from the record number of 83 countries (with 40% of delegates being below the age of 35) and more than 10.000 participants attending Public Day. The Congress Programme was a record itself, with recording-breaking numbers of Global Networking Forum Sessions (GNF), Technical Sessions, Special Sessions, and by being the most loved and tweeted IAC theme ever #InvolvingEveryone. The IAF General Assembly also elected the first ever woman to represent the Federation as President, Prof. Pascale Ehrenfreund.

The IAF, the IAC Host and the PCO: a Commitment to Trust, Communication and Transparency
(40 minutes panel discussion)
Christian FEICHTINGER (Moderator)
Executive Director, International Astronautical Federation (IAF)
Salem Humaid ALMARRI
Assistant Director General for Science & Technology Centre, Mohammed Bin Rashid Space Centre (MBRSC)
IAC 2020 LOC Chair
Lionel BAIZE
Innovation & Foresight Team, Centre National d’Études Spatiales (CNES)
IAC Paris 2021 Project Manager
Delphine BAUDOUIN
IAC 2021 PCO Representative
Jan KOLAR
CSAC Member, International Astronautical Federation (IAF)
IAC 2010 LOC Chair and Past IAF Vice President

Trust, communication and transparency are fundamental to ensure the success of an IAC. This panel of IAC experts will discuss what is the best approach to develop a longstanding and trustworthy relationship between the IAF, the IAC Host and the PCO?

Coffee Break (20 minutes)

The Impact of IAC Corporate Branding
(40 minutes panel discussion)
Phillippe WILLEKENS (Moderator)
CSAC Chair, International Astronautical Federation (IAF)
Sandy MAGNUS
IAC 2019 LOC Co-Chair
Ayesha ABDULLA ALMULLA
Officer, Events Management Section, Mohammed Bin Rashid Space Centre (MBRSC)
An in-depth analysis of how the IAC Corporate Branding is important in representing the message and theme of the Congress. How does the IAC visual identity contribute to the success of the event itself?

**A New Era of IAC**
(15 minutes Keynote)
**Christian FEICHTINGER**
Executive Director, International Astronautical Federation (IAF)

New initiatives, new tools, new technologies and environmental challenges are contributing to the natural evolution of the IAC. How is the IAF responding to the current trends and how is it creating a new and improved IAC experience for its participants?

**Closing remarks by Master of Ceremony**
(5 minutes)
**Clay MOWRY**
Vice President – Global Sales, Marketing & Customer Experience, Blue Origin
IAF VP for Financial Matters and IAC Evolution

**IAC Hosts Summit Lunch**
(13:00 – 14:00, Room 202A)