



**ULDCARE**

*Compliance Airworthiness Regulations Education*

# The Way Ahead Summary



ABOUT ULD CARE | ULD ASSET TRACKING | CARE | MEMBERSHIP | NEWSLETTER

**Annual Conference & Events**

SEPTEMBER 2015

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

**Upcoming events**

ULD CARE Annual Conference 2015  
August 31 - September 3, 2015 - Bangkok, Thailand

**ULD CARE News**

Aug. 27, 2015  
**ULD CARE Latest News August 2015**  
By the time you read this, the ULD CARE Annual Conference in Bangkok will be just a few days away. We have now published the final program outline and expected attendance list on our website. [Read more](#)

June 25, 2015

**ULD Asset Tracking**

IULDUG is the multilateral ULD Control System of ULD CARE. If you are a ULD CARE member and already have your dedicated Username and password, you may enter the IULDUG System from here. [IULDUG System](#)

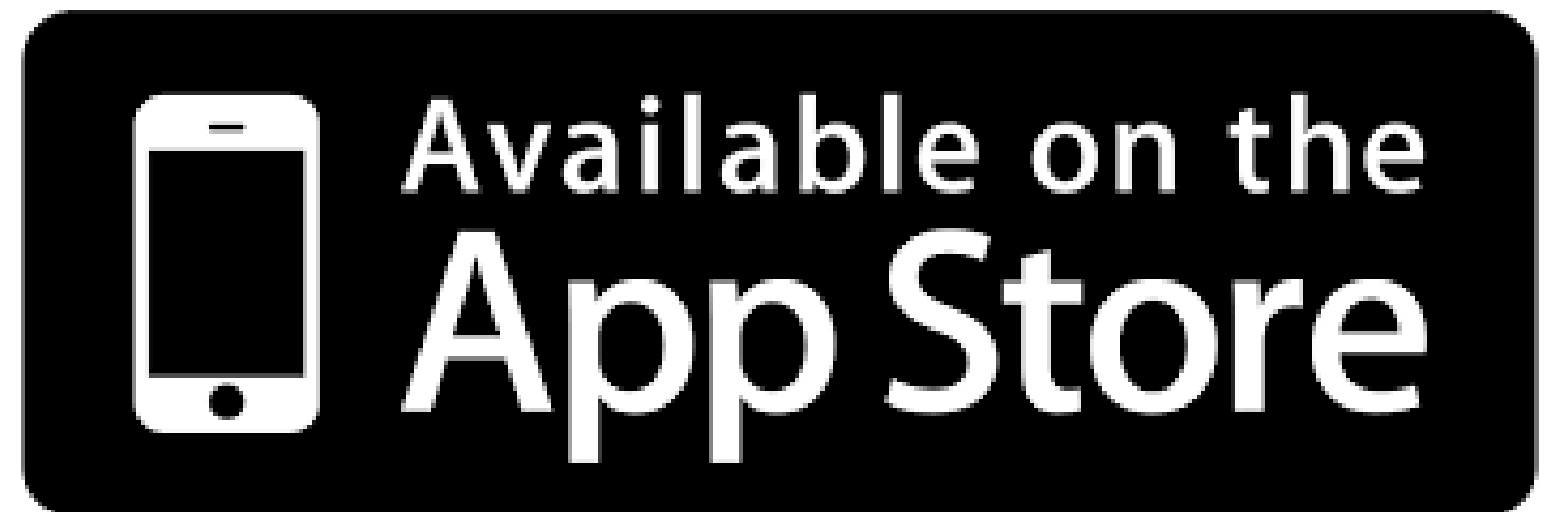
# 1. Enhancement of Web Site/communications

- New page for “Tools”
- New area to cover regulatory topics
- “Experts” corner- moderated
- FAQ section
- Social Media feed
- Links to IATA media ( and vv)

- Meeting summary ( covering discussion content)
- Monthly newsletter
- More branding for ULD membership to use
- Regional meetings to enhance annual meeting

## 2. Design/deliver operations level support tools

- Lost and found APP
  - Cost to create?
  - Promotion- how ?
  - Incentives to report found ULD
  - Is it legal?



### 3. Outreach and membership drives

- Develop the ULD CARE Value Proposition
- Focus on Best Practices
- “Thought Leadership”
- Restructure membership levels ( split IULDUG membership from main membership)
- Develop the ULD CARE “Product”



## Taking the ULD message to the top

- Develop the ULD “Elevator Message” for use by all members
- Create a “neutral” communication to top management that covers issues and solutions and has “industry neutral” eg non airline endorsement



# Implementation

	Cost	Content creation effort	Resources
Web Site	Low to medium	Medium	Available
Support Tools	Unknown	Medium	Need to find
Membership	Negligible	Medium	Available
Message to the top	Negligible	Medium	Available



# Can we achieve these ambitions over the next 12 months?

- They are realistic
- We probably have the resources
- We already have momentum



A very big “Thank You” to all our members for the effort put into these suggestions !!!!!!!