The Way Ahead
Summary

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	Negligable	Medium	Available
Message to the top	Negligable	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 !!!!!!!