REVOLUTIONARY LEAPS TOWARD
A NEW AGE
OF AVIATION

EVENT RECAP
The 2023 AIAA AVIATION Forum delivered a record-breaking experience for our community this year. Our community is accustomed to breaking records, so please read on about the exceptional event we experienced together. Your enthusiastic participation throughout this forum helps ensure AIAA is leading our community toward a more sustainable, safer, and smarter future for aeronautics.

We welcomed a record number of AIAA professional members, student members, and stakeholders in our community to engage in the week’s activities – nearly 3,000 – making this the largest ever AIAA AVIATION Forum audience, including more than 600 students! We also welcomed 65 exhibitors and sponsors to the sold-out Exposition Hall who shared their latest technologies, newest products, and most innovative missions.

Our forum theme helped us anticipate the future as we take “Revolutionary Leaps Toward a New Age of Aviation.” This theme helps us further our work in the AIAA Aeronautics Domain. To realize this new age of aviation, the 2023 AIAA AVIATION program focused on addressing decarbonization and sustainability toward meeting net-zero by 2050, exploring advanced air mobility as the next transportation and delivery revolution, working toward certifying the safety of new aircraft, airspace, infrastructure, and functionality, and advancing hypersonics and supersonics. The five days of high-profile speakers and panelists included our community’s innovators, leaders, and policymakers. Hundreds of authors presented the deep technical content in more than 1350 technical presentations.

It was an honor to include those of you attending the unique events that are collocated with the forum: the Electric Aircraft Technologies Symposium (EATS), cosponsored by IEEE; the International Powered Lift Conference (IPLC), cosponsored by SAE International, the Royal Aeronautical Society, and the Vertical Flight Society, as well as the 28th AIAA/CEAS (Council of European Aerospace Societies) Aeroacoustics Conference.

News was made all week – on the main stage, in the many meeting rooms, and in the Exposition Hall. NASA announced its newest X-plane – the X-66A. AIAA Corporate Member Whisper Aero unveiled its new electric aircraft propulsion technology. AIAA released a white paper advocating for the use of Digital Threads in aerospace as part of the fourth industrial revolution – digital transformation. The AIAA Carbon Emissions and Sustainability Task Force, one of our Aeronautics Domain Task Forces, presented its Impact Report.

At AIAA, we are dedicated to ensuring collaboration and technical exchange continues in our community – it is paramount to hearing progress, overcoming challenges, and moving us toward the future together. Your support of the successful 2023 AIAA AVIATION Forum provided our community with the opportunity for a powerful exchange of ideas that will continue to yield benefits for years to come.

Thank you,

DAN DUMBACHER
Executive Director
American Institute of Aeronautics and Astronautics
**AUDIENCE COMPOSITION**

**TOTAL ATTENDEES**

2,973

- **IN PERSON**
  - 2,607 Attendees
- **ONLINE**
  - 366 Attendees

**PERCENTAGE OF AIAA MEMBERS/NONMEMBERS**

- **62.1%** AIAA MEMBERS
- **37.8%** AIAA NONMEMBERS

**PARTICIPATING COUNTRIES**

- 41

**COLLEGES AND UNIVERSITIES**

- 330

**MEDIA**

- 13

**TOP COMPANIES/EMPLOYERS REPRESENTED**

1. NASA
2. Boeing
3. Lockheed Martin
4. RTX
5. AFRL
6. Northrop Grumman

**TOP COLLEGES/UNIVERSITIES REPRESENTED**

1. Georgia Institute of Technology
2. Purdue University
3. Massachusetts Institute of Technology
4. Stanford University
5. University of Michigan Ann Arbor
82% of attendees said the 2023 AIAA AVIATION Forum met or exceeded their expectations.

54% of attendees said learning about new products via exhibitors was very important to them.

The forum was one of the best and most interesting I have been to. Very well organized, covering a huge variety of topics in a pioneering and extremely dynamic time for aviation.

I was able to present my first paper and successfully connect with interesting people I could collaborate with in the future.

Definitely helped contextualize my research within the wider aerospace domain. I was inspired and learned a large amount about disciplines adjacent to my research area.
MEDIA OUTREACH
**Event Recap**

**NASA AND BOEING ANNOUNCE ECO-FRIENDLY EXPERIMENTAL AIRCRAFT BECOMING NEWEST X-PLANE DURING 2023 AIAA AVIATION FORUM**

**DIGITAL ENGINEERING A PROMINENT THEME AT 2023 AIAA AVIATION FORUM**

**WHISPER AERO UNVEILS ITS TECHNOLOGY AND JET MOCKUP DURING 2023 AIAA AVIATION FORUM**
MEDIA COVERAGE

The Tech News Source

AEROSPACE

THE AIR CURRENT

AVIATION WEEK NETWORK

Il Caffe Geopolitico

interplanetary.tv

Leecham News and Analysis

The Plane Kate

sUAS News

TNS

The Tech News Source

The WARZONE

WSJ

EVENT RECAP
**SOCIAL MEDIA**

**EVENT RECAP**

- **405K** Impressions  
  **126%** increase

- **22K** Engagements  
  **357%** increase

- **1.14K** Posts to #aiaaAviation  
  **203%** increase

- **10K** Link Clicks  
  **535%** increase

- **1.4M** Video Views  
  **25.3K%** increase

- **1.3K** Audience Growth  
  **175%** increase

Data comparison from 2022 AIAA AVIATION Forum

**SOCIAL MEDIA CHANNELS USED**

- X (Twitter)
- LinkedIn
- Facebook
- Instagram
- YouTube
- Flickr
- Linktree

**TOP PERFORMING AIAA INSTAGRAM VIDEO CONTENT**

Collaboration @AIAAerospace + @theplanekate

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The Q3 David Northrup spoke at the AIAA Aviastat Forum in San Diego last week.

It was a great conference that featured connections with industry and partners, and we enjoyed sharing our work and bringing some key insights to every attendee. #AIAA #Aviastat

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Jerry Olson, a Senior Scientist at Sandia National Laboratories, Research Center in Albuquerque, N.M., and member of the Joint Institute for the Advancement of Artificial Intelligence (JIAAI), discussed how his team reduces the cost and time of developing advanced AI-powered engines. The talk focused on the latest advancements in AI and their potential to revolutionize the aerospace industry.

Jerry Olson was a speaker at the 2023 AIAA Forum, presenting key ideas and innovations in aerospace research.
PARTNERSHIP
EVENT RECAP

GUIDING COALITION

LUDOVIC ARON
EASA

JOHN CAVOLOWSKY
NASA Aeronautics Research Mission Directorate

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AIAA AVIATION Forum Executive Producer

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University of Cincinnati

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Air Force Research Laboratory (Retired)

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GOKCIN CINAR
University of Michigan AIAA/IEEE Electric Aircraft Technologies Symposium

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MIT

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ANDREW MAGSTADT
Sierra Nevada Corporation Deputy Chair, Aerospace Sciences

VINCENT SCHULTZ
NASA Langley Research Center Integration and Outreach

PATRICK YEE
The Aerospace Corporation Aerospace Science

BAHAREH ZAGARI
Cranfield University AIAA/IEEE Electric Aircraft Technologies Symposium
THANK YOU,
SEE YOU NEXT YEAR!

AVIATION FORUM
29 JULY - 2 AUGUST | LAS VEGAS, NV

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