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THE IAC OF TOMORROW – NOVEL STRATEGIES FOR USER-EXPERIENCE AND CUSTOMER
SATISFACTION

Abstract

The International Astronautical Conference IAC organized by The International Astronautical Federation IAF, International Academy of Astronautics IAA and the International Institute of Space Law IISL has over the years become one of the biggest and most respected annual space events in the world. Emtech organized by the MIT Technology Review, the oldest technology magazine in the world, is a small and exclusive annual conference taking place at Massachusetts Institute of Technology MIT. Emtech is a showcase for emerging technologies with the greatest potential for commercial impact. It is an access point to the most innovative people and companies from around the world. The paper discusses similarities and differences, lessons learned of these two prime tech events. Opportunities and challenges to develop the IAC for the future are explored.

One of the keys to success is research in user-experience. Fundamentally customers don't want choice; they just want exactly what they want (B. Joseph Pine II). The needs and desires of various stakeholders, from the IAF, IAA and the IISL to the respective organizing country and the Local Organizing Committee, from participants, exhibitors and media to public at large are examined. Old aerospace corporations, SMS companies, research institutions and space agencies share some interests with space societies and private individuals in various age groups. The host city and its local cultural scene from museums and concert halls to educational institutions profit from hosting the IAC to some extent. The Olympic Games draw the attention of athletes and mass media every two years. Benchmarking Emtech and the Olympics the paper proposes novel strategies to develop the IAC to become the most inspirational annual technology arena in the world for the benefit of Planet Earth.