

DEFENSE  **FORUM**

16-18 APRIL 2024 | LAUREL, MD

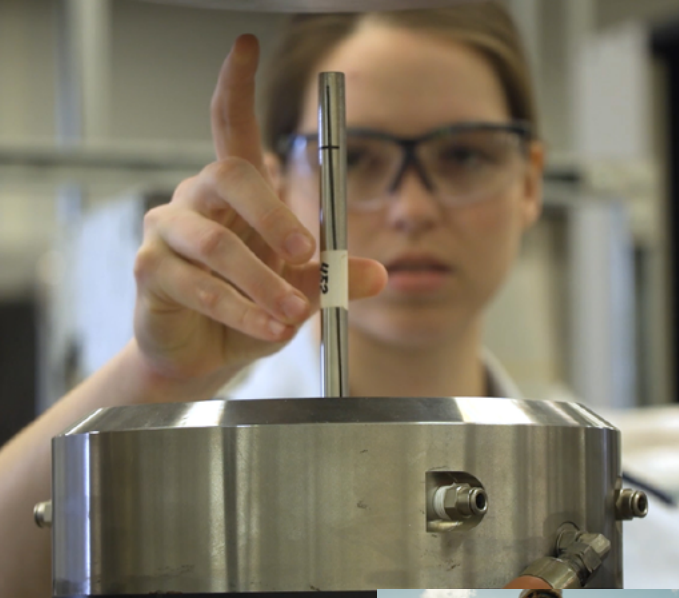
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ACCELERATING TECHNOLOGY TRANSITION FOR BATTLESPACE DOMINANCE



EVENT RECAP

aiaa.org/defense



THANK YOU FROM AIAA

The 2024 AIAA DEFENSE Forum exceeded all expectations.

This year's forum brought together 565 people to explore the strategic, programmatic, and technical topics and policy issues related to aerospace and defense. The record number of attendees participated in keynote talks and panel sessions focused on the need for rapid adaptation of cutting-edge technology solutions for operators. A deep analysis of pressing issues was offered in the 143 technical briefings. Together, these sessions highlighted the critical role of the science and technology community in providing innovative and operationally relevant capabilities to dominate the battlespace.

We hope you enjoy this multidimensional summary of the value of the AIAA DEFENSE Forum. The numbers are impressive, and the testimonials and social media posts clearly illustrate the impact of the forum experience on everyone who attended.

AIAA DEFENSE Forum's deep technical program is one aspect that sets an AIAA forum apart from other industry events. Presenters examined in depth current research and technologies being used to solve national security issues and advance innovation. This year the technical program added a new discipline - Digital Engineering - which is enabling acceleration, integration, and adoption across aerospace. Applications of digital engineering can drive U.S. national competitiveness, security, and operational readiness. Featured in more than 10% of this year's technical presentations, this addition was timely and necessary for our community.



Many thanks go to the members of the Executive Steering Committee and the Technical Program Committee for their leadership. These hardworking AIAA volunteers are the force behind curating the thought-provoking high-level and technical content provided at AIAA DEFENSE Forum.

We are also immensely grateful to this year's sponsors. Their generous contributions enabled the deep knowledge transfer, impressive technology advancement, and countless valuable exchanges during the forum.

To the attendees, your participation helped ensure that the critical dialogue among researchers, scientists, business professionals, and operators furthers the crucial national security technologies and solutions needed today. Your contributions help us become part of something bigger than ourselves.

Thank you for bringing our forum theme to life and **"ACCELERATING TECHNOLOGY TRANSITION FOR BATTLESPACE DOMINANCE."**

DAN DUMBACHER
AIAA CEO

TOBEY JACKSON
AIAA DEFENSE Forum
Program Executive



ATTENDANCE INFORMATION

TOTAL ATTENDEES 2024

 **565**

16.7% Increase In Total Attendance From 2023

AIAA
MEMBERSHIP

29.73%
YES

70.27%
NO



ATTENDED A PREVIOUS
AIAA DEFENSE FORUM?

34%
YES

66%
NO

INDUSTRY REPRESENTATION

63.18%
Industry



31.68%
Government



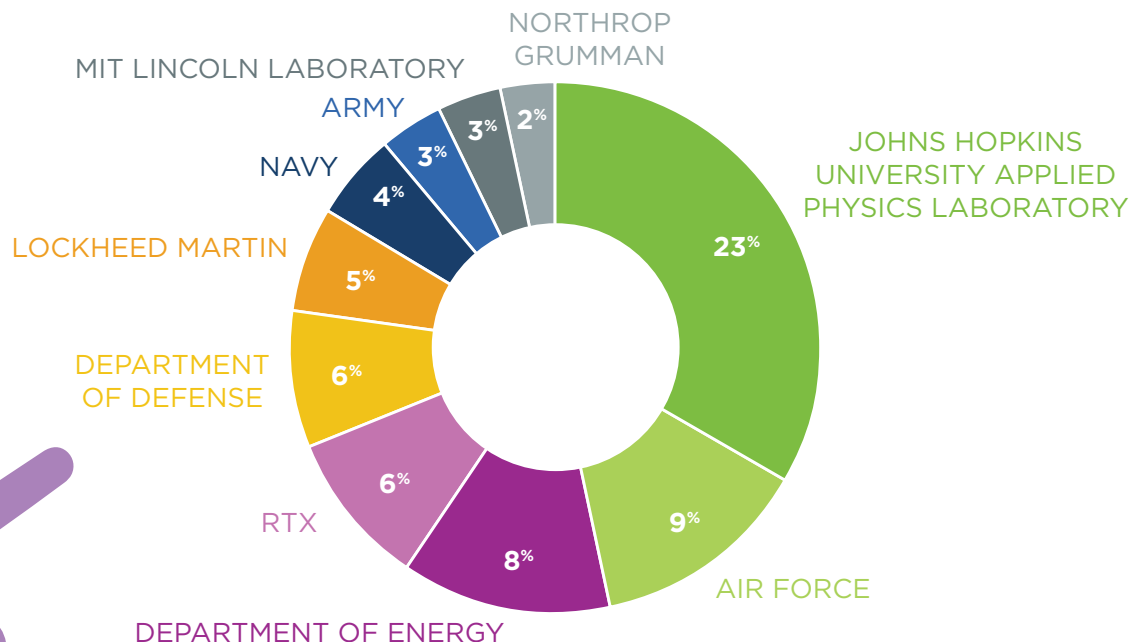
2.83%
Academia



2.31%
Other



ORGANIZATIONS WITH THE MOST ATTENDEES



TOP REASONS TO ATTEND

THE 2024 AIAA DEFENSE FORUM

CONTENT

IN MY AREA OF SPECIALTY

NETWORKING

TO COLLABORATE

TECHNICAL

PRESENTATIONS

VALUABLE EXPERIENCES

- ✓ **Exposure to decision makers** in Services and defense industrial base, which will guide our tech development efforts.
- ✓ **Classified briefings and keynote talks** give a great overview of what is happening in the Defense world
- ✓ **Meet and converse** with senior leaders.
- ✓ **Face-to-Face Classified conversations** across the Defense Community as well as the classified presentations.
- ✓ **Discussions with peers** about the content presented

TECHNICAL DISCIPLINES

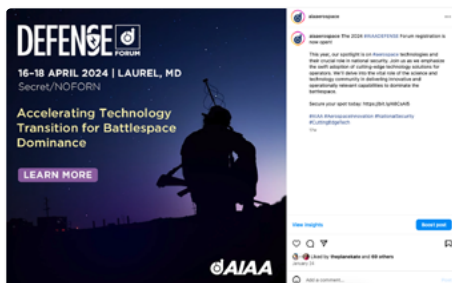
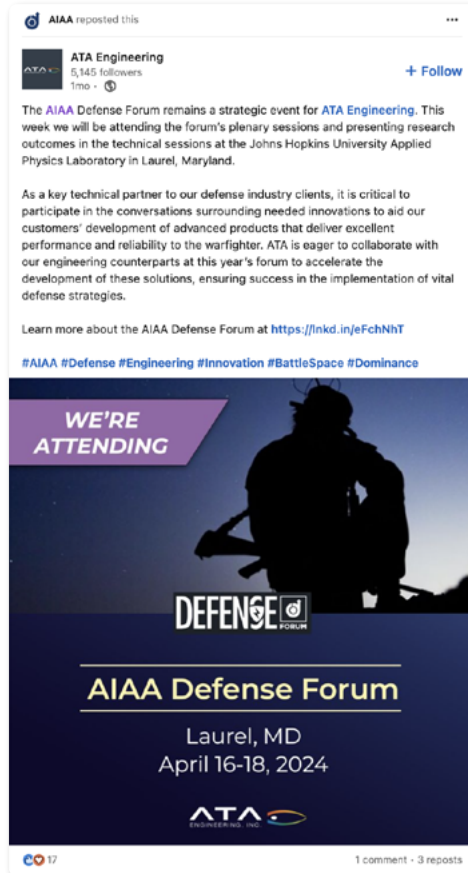
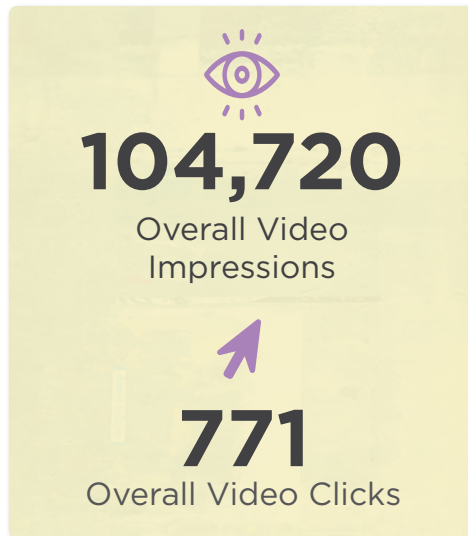
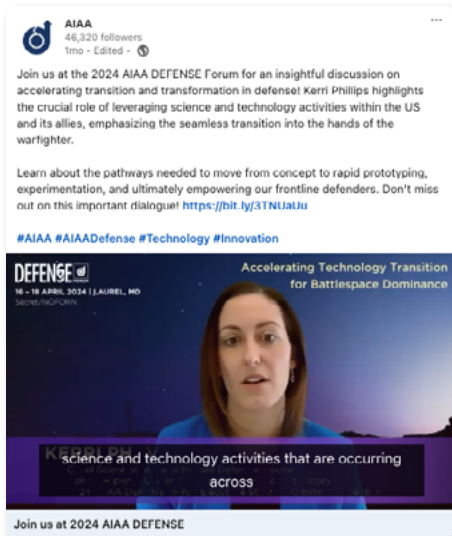
Ordered by number of presentations



DIGITAL ENGAGEMENT

Our successful comprehensive social media campaign included 20 total posts across Facebook, LinkedIn, and Instagram.

Overall, the social media campaign for the 2024 AIAA DEFENSE Forum was successful, with active engagement and reach across multiple platforms. The campaign overall generated **117,027** impressions, **885** clicks, and **298** engagements, helping to create awareness and promote the event.



THANKS TO OUR SPONSORS & SUPPORTERS

AIAA would like to thank the following sponsors and AIAA Corporate Partners for their support of the 2024 AIAA DEFENSE Forum.

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SUPPORTERS



Align your organization with a highly-coveted audience within the defense community.

Contact our sales team today to find out what sponsorship opportunities are available to position your organization for success in 2025.

Salesinfo@aiaa.org



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SAVE THE DATE

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