CASE STUDY: Member Value & Engagement

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ISTAT

https://www.istat.org/

The International Society of Transport Aircraft Trading (ISTAT) serves aviation professionals involved in the operating, manufacturing, maintaining, selling, purchasing, financing, leasing, appraising, insuring or other activities related to the commercial aviation sector.

SMITHBUCKLIN

Our mission is to achieve the missions of the client organizations we serve.

https://www.smithbucklin.com/

Challenge

- The aviation industry was one of the most affected in the world by COVID-19. Due to the pandemic, several in-person ISTAT events were cancelled, but the organization was committed to continuing to provide its members with valuable networking amidst this time of change.

Actions Taken

Step 1 Create ISTAT online, a new program providing members with engaging virtual content

Step 2 Continue ongoing connections to the ISTAT community including key features:

Step 3 **ISTAT Chats** – A free-flowing, non-scripted fireside chat between two industry icons ***and***

Step 4 **ISTAT Learning Labs** – Educate members on a variety of areas of member expertise

Goal

ISTAT's goal was to continue to fulfill its mission by providing its members with quality networking and education to connect the ISTAT community.

Insights/Learnings

The effects of the pandemic caused a more intensified need for aviation industry professionals to come together and to have more access to online educational materials.

Results

Since the launch of ISTAT Online, the ISTAT Chats average 270 members, with 90% engaging with the content on- demand, and the ISTAT Learning Labs average 370 members, with an average of 78% watching on-demand later.

" Applause!

A great launch of ISTAT Chats! Your thorough preparation and stellar execution made us proud!"

– ISTAT Member