

Saab ATM – LinkedIn Industry Group participation plan

Overview:

LinkedIn is home to a number of aviation industry “groups” that focus around a specific area of interest or geographic region. There are other groups that are sponsored by trade publications (such as Jane’s Airport Review) or industry associations (ATCA, SESAR, etc.) While the level of ongoing commentary by members of the groups is typically low, there are times when subjects of interest to Saab are brought up. This plan endeavors to formalize a process to identify and monitor key groups and devise a mechanism for proactively participating in relevant conversations.

Key ATM Industry Groups:

With many possible groups to monitor, I recommend focusing on those that are the most relevant to key Saab ATM pursuits (remote tower, CDM, FAA) and have a regular level of member participation and commentary. To that end, the following groups, to date, are the most relevant and active:

Air Traffic Management magazine
ATCA
CDM @ Airports
FAA William J. Hughes Technical Center
Fly Nextgen
Human Factors in ATC
IHS Airport (formerly Jane’s Airport Review)
SESAR
World ATM Congress

Other groups will be evaluated on an as-needed basis.

Rob will monitor these groups for relevant postings, mostly by daily email digests emailed directly to him.

Participation Process:

1. When a post of interest is made, Rob will pass it along to the corresponding product area lead along with a proposed response.
 - a. A post of interest would be anything directly relating to a Saab ATM customer or installation, or strategic areas (Remote Tower, A-SMGCS, CDM or Wide Area Multilateration)
2. Upon gaining feedback from the product area head, Rob will coordinate with the product area lead and relevant business development lead, if appropriate, to post the response. The actual response should be from the product area lead as the most credible source of technical information.
3. Rob will monitor the conversation for any further follow-ups (working with the product area lead and BD).

Likewise, Rob will respond in a similar manner to any posts folks may alert him to.