



NATO
|
OTAN

AC/135

AC135 Symposium



Prepared for: PACS XII meeting

April 2010

Prepared by:
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*1st NATO Codification Symposium
The Hague, Netherlands
30 Nov - 9 Dec 1960*



LAST AC-135 SYMPOSIA



*The NATO Codification System
A Bridge to
Global Logistics Knowledge*



9th International
Symposium on
Codification
18-20 Sep 2001

Luxembourg City
hosted by NAMSA-
Codification Branch

*Meeting the
Challenges of the New
Millennium
Codification, the Key
to Modern Logistics*

500 attendees, from 45
countries



10th International
Symposium on
Codification
10-13 Oct 2005

Edinburgh,
Scotland

hosted by UK NCB
*Codification, the
DNA of Modern
Logistics*

600 delegates and
exhibitors from 50
countries

8th International
Symposium on
Codification
May 1997

Princess Resort,
San Diego, CA, USA

hosted by DLA

*The NATO Codification
System - A Bridge to
Global Logistics
Knowledge*

450 attendees from 40
countries

WHY 2011 SYMPOSIUM?

- **AC135 'SHOP WINDOW'**

- TO PROMOTE THE BENEFITS OF CODIFICATION AND MAINTAIN 'FORWARD MOMENTUM'
- TO EDUCATE DEFENCE AND INDUSTRY IN ORDER TO GAIN SUPPORT FOR WHAT WE DO
- TO SUPPORT LOCAL NCBs AND PROMOTE THEIR WORK TO SENIOR LEADERS
- TO DEVELOP LINKS WITH OTHER MATERIEL IDENTIFICATION SYSTEMS (eg UID, NC3A, EU, CUSTOMS etc.)
- TO MARKET OUR 'PRODUCTS', eg NMCRL, SSC

- **TRADITIONAL 3-DAY SYMPOSIUM INCREASINGLY DIFFICULT**
 - **BURDEN ON LEAD NCB TO PLAN, ORGANISE AND MARKET**
 - **FUNDING & POLICY RESTRICTIONS ON NUMBER OF DELEGATES**
 - **INCREASING COSTS**

• SYMPOSIUM 'ROADSHOW'

- AC135 GOES TO THE 'CUSTOMER' !

- 1 ½ OR 2 DAY EVENT IN EACH GLOBAL REGION

- EUROPE
- NORTH AMERICA
- SOUTH AMERICA
- AFRICA
- MIDDLE EAST
- PACIFIC

- **HOST NCB IN EACH REGION TO ARRANGE:
VENUE, SOCIAL EVENT (if required)
LOCAL SPEAKERS, TOPICS**
- **AC135 CAN PROVIDE -
FUNDING, MARKETING MATERIAL,
CORE PROGRAMME & SPEAKERS eg:**
 - **MG/BSC/MWG CHAIRMEN,**
 - **NAMSA,**
 - **NCB DIRECTORS,**
 - **PARTNERS eg NATO, INDUSTRY**

• BENEFITS

- SHARES THE LOAD – NOT ALL ON ONE NCB OR NAMSA
- MAKES IT EASIER FOR DELEGATES TO ATTEND BY MINIMISING TRAVEL
- LOWER COST – TARGET TO MAKE IT SELF –FUNDING
- GREATER 'REACH' FOR AC135 MESSAGE
 - eg TARGET 250 PER EVENT = 1500 TOTAL.
- PLAN ALONGSIDE EXISTING EVENT IF POSSIBLE
 - PACS MTG - MG MTG – BSC MTG – National event ...

SUPPORTING ACTIVITY FOR 'ROADSHOW'

- NEW CODIFICATION BENEFITS STUDY
- NEW CODIFICATION BROCHURES & MARKETING MATERIAL
- NEW CODIFICATION VIDEO
- SMART STEP CODIFICATION TECHNOLOGY DEMONSTRATOR

ACTION

- BSC SUPPORTS 'ROADSHOW' PROPOSAL
- DECISION ON WAY-AHEAD AT MAY 2010 MAIN GROUP

**BUT NEED TO IDENTIFY POSSIBLE
LOCATIONS FOR 'ROADSHOWS'**