

# **Review**

# **RDV Forum 2025**

**April 2025**



Gene  
Gener  
Genera  
Generat  
Generati  
Generatio  
Generation  
**Generations of Ideas**



# Table of content

## RDV Forum 2025

- Key figures
- Highlights
- Announcements
- Program and themes

## Participation

- Registrant and participant profile
- Participant profile segmentation
- Key Performance Indicators (KPI)
- Evolution of registrations according to the promotional effort
- Increase in promotional level between January and February 2025

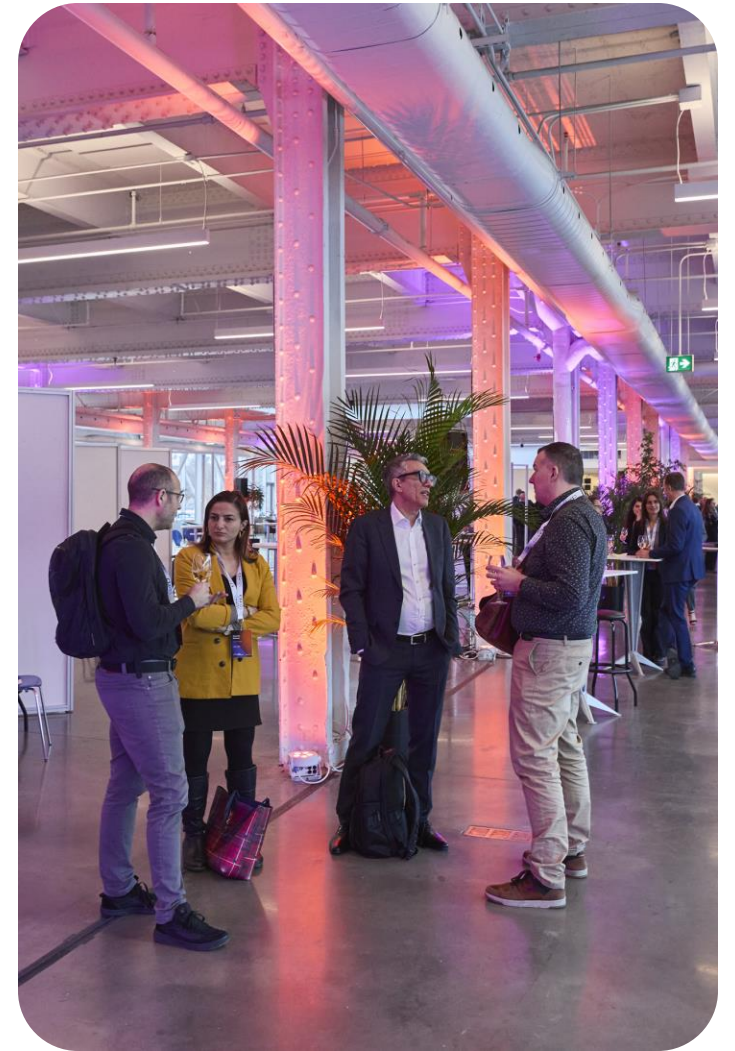
## Partners

### Communication and engagement

- Newsletters
- Social media: LinkedIn
- Press release
- Publicity
- Angage mobile app
- Website
- October 2024 webinar

## Some testimonials

## Pictures



CERTIAQ



# RDV Forum 2025

# RDV Forum 2025

The RDV Forum 2025 took place on February 25 and 26 at the Grand Quay of the Port of Montreal. This major event in our research and innovation ecosystem brought together over 500 local and international actors to shape the future of aerospace.

The RDV Forum has three main objectives:

- 1. Offer a rich and relevant program:** The RDV Forum offers a series of activities, conferences and interactive workshops addressing current issues such as decarbonization, advanced air mobility, digital aviation systems and the next generation of aerospace professionals. The aim is to offer participants a unique opportunity to get actively involved, to feed their thinking on new opportunities and to draw inspiring ideas for their future projects.
- 2. Promote the visibility of innovative projects:** The RDV Forum allows participants to present project ideas to a targeted audience, creating opportunities for partnerships and collaborations. The aim is to promote the exchange of creative ideas and generate interest from partners.
- 3. Stimulate networking opportunities (B2B) and develop strategic partnerships:** The RDV Forum offers a space dedicated to networking, where participants can exchange ideas directly with other experts from industry and research. The aim is to maximize the connections between different players in the innovation field, to better support the development of collaborative projects.

A crossroad for ideas and partnership development, the RDV Forum 2025 provided an opportunity to attend conferences and expert panels, discover innovative projects and network. Under the theme “Generations of Ideas”, the RDV Forum 2025 offered a wide range of perspectives to fuel research and collaboration activities. In the context of the current major issues, the 2025 edition demonstrated the leadership of an intergenerational community and maximized the opportunities offered by this major event.

Available online: [Program - CRIAQ](#)

# Key figures

**564**

Registrations

**514**

Participants

**28**

Partners

**46**

Speakers

**9**

Submissions to the “My Thesis in Aero in 180 seconds” contest

**62**

Project ideas

**+840**

Manifestations of interest for project ideas

**7 countries**

Belgium, South Korea, United States, France, Italy, Portugal, Singapore



# Highlights



Program divided into four themes to address the future of aerospace:

- Decarbonization
- Advanced air mobility
- Digital aviation systems
- The new generation in aerospace



Program format:

9 panels, 6 keynotes, 2 discussions and 1 masterclass



3 contest launches for 2025:

- Women in Aerospace grants
- Postdoctoral grants - Sustainable Aerospace
- Envol Start-up grants



Shooting of a video capsule to gather testimonials on CRIAQ's value proposition and how the RDV Forum helps organizations achieve their strategic objectives.



Survey conducted by two interns from the Canadian Mobility and Aerospace Institute (CMAI) to assess members' satisfaction with their CRIAQ membership.

# Announcements

- A **strategic partnership agreement between CRIAQ and Espace Aéro**, Quebec's aerospace innovation zone, valued at \$300,000 for a three-year mandate that includes, among other things, steering and leading the Strategic Scientific Committee and developing collaborative research projects of pan-Canadian and international scope. The partners are also committed to working together on deliverables, activities and strategic initiatives to accelerate the deployment of Espace Aéro.
- **Co-financing of grants between the Fonds de recherche du Québec (FRQ) and CRIAQ** totaling \$165,000, in two parts:
  1. Women in aerospace: this program is dedicated to helping women choose academic studies in aerospace. There are five master's and five doctoral scholarships, worth a total of \$125,000.
  2. Postdoctoral level - sustainable aerospace: this program is designed to support a postdoctoral project lasting a minimum of 12 months, by awarding \$40,000 to the student.
- A **collaboration agreement between the Conseil de l'innovation du Québec and CRIAQ** to develop a portrait of the aerospace industry in Quebec.
- An **enhanced collaboration agreement between the Initiative for Sustainable Aviation Technology (INSAT) and CRIAQ** to facilitate the co-funding process for collaborative aerospace R&D projects.



Press release: [The CRIAQ RDV Forum 2025: Innovation to Tackle Global Challenges](#)





# Program and themes

For the program and the complete list of speakers, click [here](#).



## Keynote of the National Research Council Canada (NRC)

**Niloofar Moradi**  
Business and Strategy Manager,  
National Research Council Canada  
(NRC)

## Masterclass: Confiance IA

**Marie-Pierre Habas Gérard**  
Chief Executive Officer, Confiance IA



## Digital & AI Panel

**Animation : François Provencher**, Senior Director, Innovation and Technology, Innovitech  
**Xavier Louis**, Director, Research & Technology, Thales Canada  
**Emmanuel Germaine**, Professional Sr, Engineering, Bombardier  
**Yann Baptiste Pequignot**, Research professional, Université Laval  
**Jonathan Spraeul**, Program director, IRT St-Exupéry



CERIAQ



**Participation**

# Registrant and participant profile

**564**  
Registrations

**514**  
Participants

**502**  
Online registrations  
*(On February 19, 2025)*

**70**  
Students

**18**  
Start-ups

**260**  
Members

**183**  
Non-members

*Please note that these figures are a segmentation of the total number of registrants (564).*

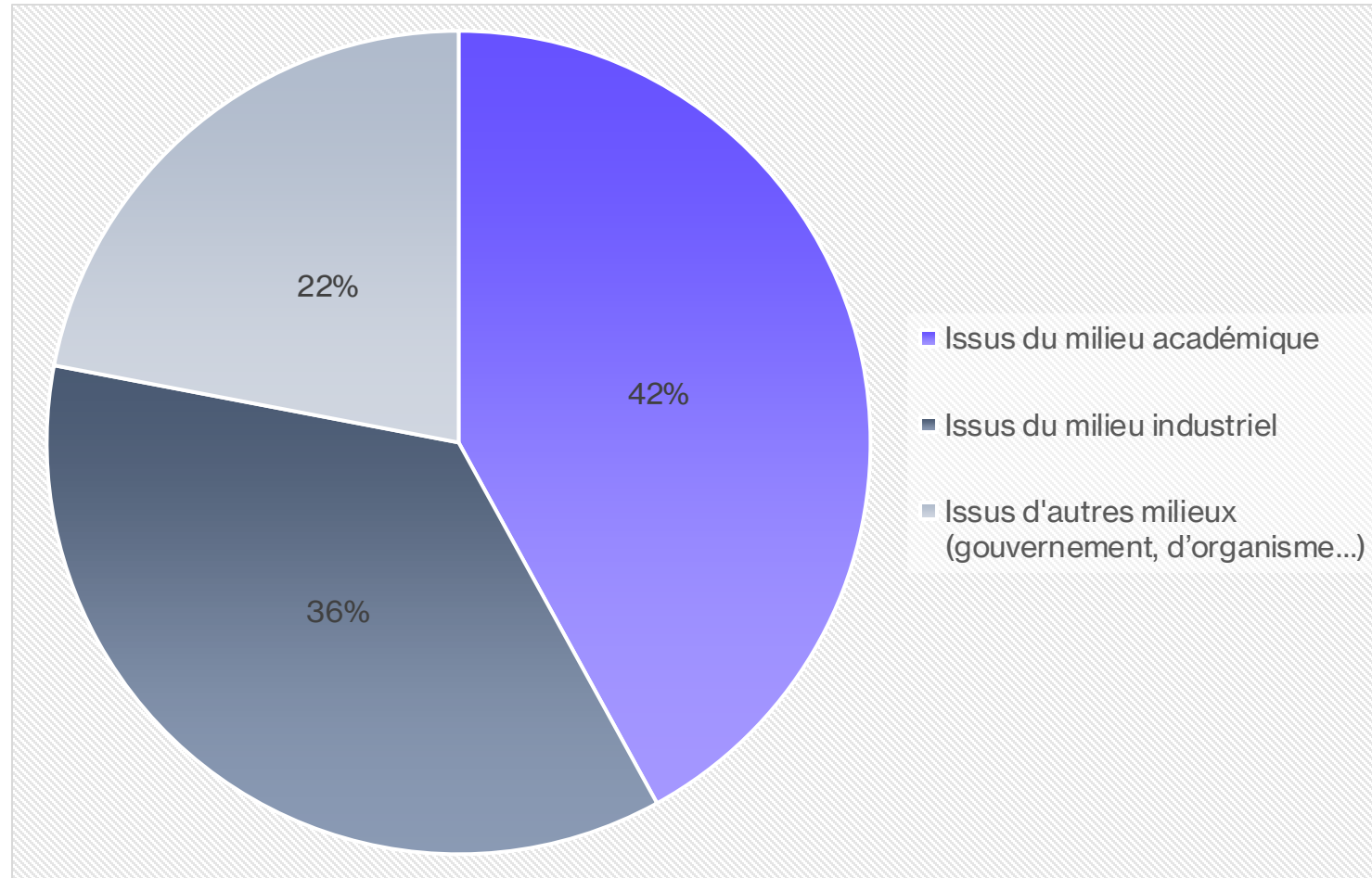
**42%**  
From academic sector

**36%**  
From industrial sector

**22%**  
From other sectors  
(government, institutions)

*Please note that these figures are a segmentation of the total number of participants (514).*

# Participant profile segmentation



# Key Performance Indicators (KPI)

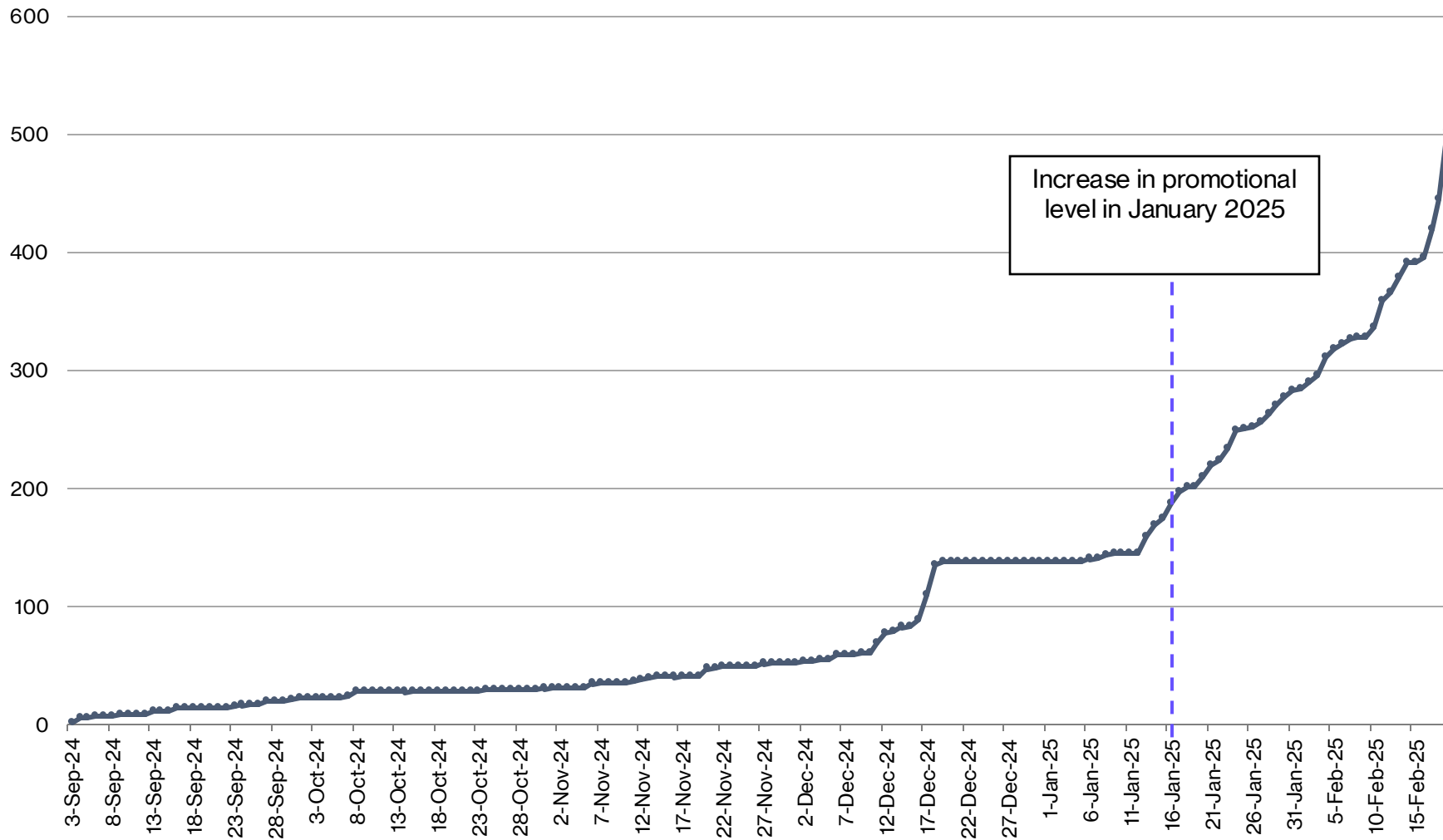
Participant profile indicators	2025	
	Targets	Results
Number of participants	450	514
Number of students	70	70
Number of start-ups	10	18
% of women	30%	26%
% from academic sector	50%	42%
% from industrial sector	50%	36%
% from other sectors (government, institutions)	n/a	22 %
% Canadian participants (outside Quebec)	10%	6%
% international participants	5%	14%

*Note: A bracket groups the last three rows (% from industrial sector, % from other sectors, and % Canadian participants) with a label '100%'.*

Indicators for My Thesis in Aero in 180 seconds	2025	
	Targets	Results
# of thesis presented	9	9

Indicators for project ideas	2025	
	Targets	Results
Number of projects presented in total	50	62
Number of projects presented from SME/startups	30	33

# Evolution of registrations according to the promotional effort



## Newsletter dates:

- September 3, 2024
- September 12, 2024
- October 22, 2024
- November 7, 2024
- December 2, 2024
- December 18, 2024
- January 20, 2025
- February 3, 2025
- February 12, 2025
- February 17, 2025
- February 19, 2025

# Increase in promotional level between January and February 2025



**33 publications**

Impressions: 47 846

Reactions: 1 304

Shares: 39



**3 newsletters** to over 4,500 subscribers

**3 targeted newsletters** to the RDV Forum 2025 participants

Total of messages sent: 14 464

Opening rate: 31.2%

Click-through rate: 5.9%

**Total impressions** refer to the total number of times a piece of content has been displayed on a platform, whether it has been clicked on by users. The **number of clicks** refers to the total number of times a user has clicked on a specific element, such as a link, button, ad, image or video on a platform. The **Click-Through Rate** is an indicator for measuring the effectiveness of web content. It corresponds to the percentage of people who have clicked on a link, advert or button in relation to the total number of people who have seen this link or advert.

CERIAQ



Partners



# Our partners

## Major



## CRIAQ's financial partner



## Platinum



## Gold



# Our partners

## Silver



Affaires mondiales  
Canada

Service des  
délégués commerciaux

Global Affairs  
Canada

Trade Commissioner  
Service



## Bronze



ÉCOLE DE GÉNIE ET  
D'INFORMATIQUE  
GINA-CODY

Institut de conception et d'innovation  
aérospatiales de Concordia



# Our partners

À la carte



Façonner l'avenir  
en toute confiance



TOWARDS A SMART - DIGITAL - GREEN SOCIETY  
VERS UNE SOCIÉTÉ INTELLIGENTE, NUMÉRIQUE ET DURABLE  
Advanced Air Mobility Institute



ORIAQ



# Communication and engagement

# Newsletters from July 2024 to February 2025



15 newsletters

1

Published to: 4 495 subscribers

2

Total openings: 45 025

3

Average opening rate: 28%

4

Average click-through rate: 8%



## Le mot du Vice-président

Chers membres et partenaires,

Nous avons le plaisir de vous inviter à notre prochain RDV Forum, un événement incontournable pour notre écosystème aérospatial québécois et canadien. Sous la thématique « Générations d'idées », nous avons préparé une programmation riche en conférences, idées de projets et opportunités de réseautage.

Plus de 60 idées de projets seront dévoilées pour favoriser les maillages entre les milieux académiques et industriels, dans l'objectif de créer de nouveaux projets collaboratifs de recherche et développement.

Pour l'édition 2025, nous avons également l'honneur d'accueillir des délégations internationales provenant de la Belgique, de la Corée du Sud, des États-Unis, de la France, de l'Italie, du Portugal et de Singapour qui offriront une perspective globale et de nouvelles opportunités de collaboration.

Le RDV Forum 2025 aura lieu les 25 et 26 février prochains au Grand Quai, un endroit inspirant au cœur du Port de Montréal. Saisissez l'occasion de renouer avec des collègues et de tisser des liens avec de nouveaux acteurs qui imagineront avec nous l'aérospatiale de demain.

Au plaisir de vous voir!

Étienne Leclerc-Jolette, Vice-président, Partenariats et stratégie



## MERCI DE VOTRE PARTICIPATION!

Ce fut un grand plaisir de vous accueillir au RDV Forum les 25 et 26 février. Merci de votre participation et pour vos nombreuses contributions durant ces deux journées!

Grâce à nos précieux partenaires et à chacun et chacune d'entre vous, cet événement a été une véritable réussite au vu des échanges autour des idées de projets et de la qualité des contenus partagés lors des différentes interventions. Nous espérons que le RDV Forum 2025 a alimenté vos réflexions et vous a permis de tisser de nouveaux liens pour vos projets d'avenir.

Dans une perspective d'amélioration continue, nous vous invitons à prendre quelques minutes pour répondre à notre bref sondage. Chaque avis compte, et grâce à votre rétroaction, nous serons en mesure de faire évoluer les prochaines activités du CRIAQ.

Encore un grand merci de la part de toute l'équipe du CRIAQ !

The average **click-through rate** (or average **CTR**) refers to the average value of the click-through rate observed for a set of contents.

Total **newsletter openings** refers to the **total number of openings** of a **newsletter** sent, taking into account all recipients. This includes all openings, whether from the first read or multiple reads from the same recipient.



# Social media: LinkedIn



August 2024 to February 2025

**82 publications**

**136 083 impressions**

**3 406 reactions**

**6 300 subscribers**

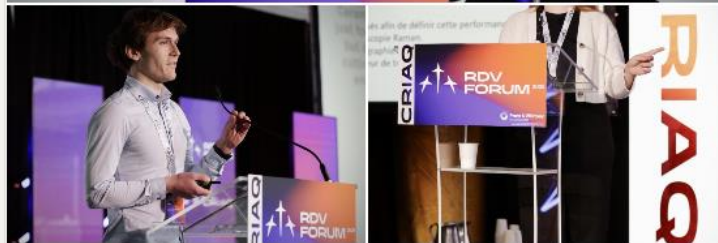
**649 new subscribers**



Consortium de recherche et d'innovation en aérospatial...  
6,301 followers  
6d • 🌐

Le [#RDVForum2025](#) est aussi l'occasion pour la relève étudiante d'exposer leurs travaux par le biais du concours "Ma thèse Aéro en 180 secondes". Leurs projets d'études s'inscrivent dans l'un ou l'autre des vecteurs de la Feuille de Route ...more

Show translation



🌐 Nicolas DODANE and 50 others

2 reposts



Consortium de recherche et d'innovation en aérospatial...  
6,301 followers  
4d • 🌐

✈️🍌 Ce fut un grand plaisir de vous accueillir au [#RDVForum2025](#)! Merci de votre participation et pour vos nombreuses contributions.

Grâce à chacun et chacune d'entre vous, cet événement a été une véritable réussite au vu des échanges en idées de projets et de la qualité des contenus partagés lors des différentes interventions. Nous espérons que le [#RDVForum2025](#) a alimenté vos réflexions et vous a permis de tisser de nouveaux liens pour vos projets d'avenir.

\*\*\*

✈️🍌 It was a great pleasure to welcome you to the [#RDVForum2025](#). Thank you for your participation and for your many contributions!

Thanks to each and every one of you, this event was a true success, as seen in the exchange of project ideas and the quality of the content shared during the various presentations. We hope that the [#RDVForum2025](#) sparked your thoughts and allowed you to forge new connections for your future projects.

## Chiffres du RDV Forum 2025

- Plus de 500 participants et participantes
- 29 partenaires
- Plus de 60 idées de projets
- Plus de 35 conférenciers et conférencières



# Press release



**Press release**

February 27, 2025

Read [here](#)

Published on 27 February 2025 in [Announcement](#)

## The CRIAQ RDV Forum 2025: Innovation to Tackle Global Challenges

[Home](#) > [News](#) > [Latests happenings](#) > [The CRIAQ RDV Forum 2025: Innovation to Tackle Glo...](#)



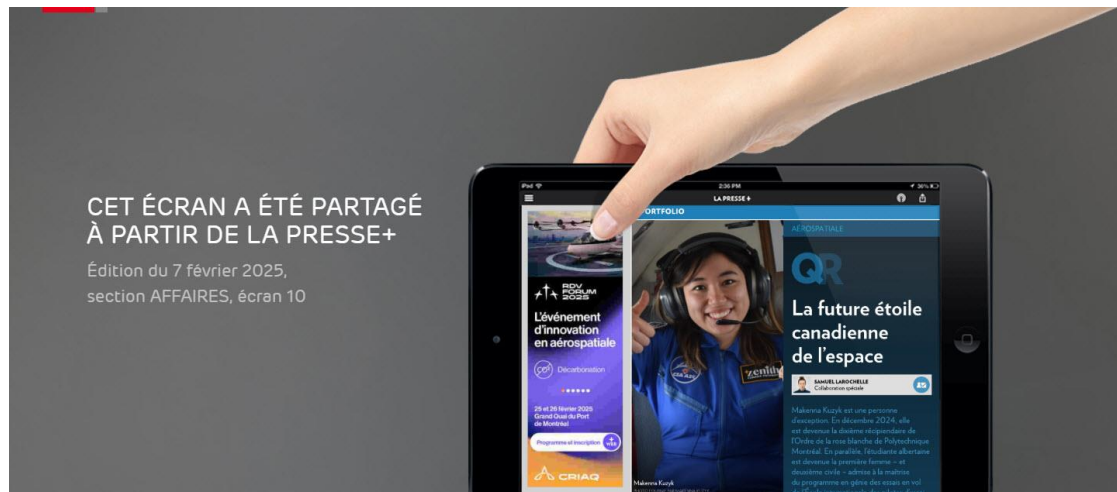
**Press Release**

**The CRIAQ RDV Forum 2025: Innovation to Tackle Global Challenges**

**Montreal, February 26, 2025** – On February 25 and 26, the Consortium for Research and Innovation in Aerospace in Quebec (CRIAQ) held the 13th edition of the RDV Forum at the Grand Quai of the Port of Montreal, a flagship event for Quebec's aerospace sector. Over 500 innovators, including around fifty from Europe, Asia, and the United States, participated—setting a record attendance since its inception.

# Publicity

La Presse+ : February 7, 2025



Impressions: 165 724  
 Delivery rate: 122.76  
 Unique interactions: 8 153  
 Rate of unique interactions: 5.71%  
 Cumulative interactions: 12 094  
 Interactions/Impressions (cumulative): 7.3%  
 Clicks : 152

La Presse : from February 8, 2025 to February 21, 2025



Impressions: 65 941  
 Delivery rate: 101.45%  
 Clicks: 207  
 Click-through rate: 0.31%

*The **social media delivery rate** refers to the proportion of publications or content published that actually reach their target audience, in relation to the total reach or objectives defined for a campaign.*



# Angage mobile app

- Of the 371 app users, 38 are international users
- 61% use an iOS phone
- 39% use an Android phone
- 45 669 pages were viewed
- Notifications were read 1805 times

## Interactions

- 28 CRIAQ notifications
- 37 comments
- 99 likes
- 2 publications by participants
- 364 B2B appointments
- +840 expressions of interest via scan
- 114 responses to the My Thesis in Aero vote (= 31% of participants)

## Most viewed pages

- Program (28,9%)
- Projects ideas (16.8%)
- News feed (14.7 %)
- Projects scanner (11.5%)
- Participants (7,5%)
- My Thesis in Aero in 180 seconds (4.1%)
- Speakers 0.9%
- International 0.7%
- Partners 0.6%
- FAQ 0.3%



# Website

Data covering the period from September 3, 2024 to February 28, 2025

	Views (%)	Views
<b>RDV Forum 2025 – Générations d'idées : L'événement phare de l'aérospatiale à Montréal</b>  <i>RDV Forum 2025 - Generations of Ideas: Montreal's major aerospace event</i>	FR: 9% ENG: 6%  Total: 15%	FR: 3420 ENG: 2310  Total: 5736
<b>Programmation</b>  <i>Program</i>	FR: 8% ENG: 4%  Total: 12%	FR: 3069 ENG: 1679  Total: 4745
<b>RDV Forum 2025 – CRIAQ</b>  <i>RDV Forum 2025 - CRIAQ</i>  <a href="#">This page can be found in the "Events" section of the CRIAQ website</a>	FR: 4% ENG: 2%  Total: 6%	FR: 1498 ENG: 894  Total: 2392
<b>Billetterie</b>  <i>Ticketing</i>	FR: 4% ENG: 2%  Total: 6%	FR: 1628 ENG: 885  Total: 1713

## Top active website users by country:

1. Canada
2. United States
3. France
4. Germany
5. South Korea
6. China
7. Portugal
8. United Kingdom
9. Netherlands
10. Singapore

# Webinar– October 24, 2024

	RDV Forum 2025 : Comment présenter vos idées de projets	RDV Forum 2025: How to present your Project Ideas
<b>Start time</b>	09:46:57 AM	10:53:25 AM
<b>End time</b>	10:19:28 AM	11:18:32 AM
<b>Duration</b>	33 minutes	26 minutes
<b>Number of participants</b>	21	15



CARRIAQ



**Some testimonials**

# Some testimonials



*“Congratulations Guillaume to you and the whole team, you delivered an exceptional performance in every respect from my point of view, and you make me very proud to be associated with CRIAQ! The location, the setup, the content, the conference master, the announcements, the participants, the speeches, everything was perfect! Many positive comments from Bell participants on the benefits for Bell of the Rendez-Vous CRIAQ. ”*

**Chantal Boucher**  
Senior Purchasing Manager – Bell Flight



*“The RDV Forum continues to be the reference event for aerospace innovation in Quebec, and this edition was a great success.”*

**Julien Caudroit**  
CCO & CBDO, Chief Communications and Business Development Officer – INSAT



*“The event was very well organized: we felt that a great deal of effort had been put into facilitating contacts. The schedule was followed despite the impressive number of projects.  
A detailed presentation in all the posters to make them as uniform as possible. Plenty of opportunity and space to network and meet in peace and quiet (quite a success when there are 600 visitors).  
The catering was top.”*

**Julien Fays**  
Deputy Director, Aerospace Business Development, CS Group Canada



# Testimonials from winners of the My Thesis in Aero in 180 seconds contest

*"I'm delighted to have had the opportunity to take part in the "My Thesis in Aero in 180 seconds" contest, an enriching experience that enabled me to share my research project with a highly informed audience. As a spectator, I also enjoyed discovering the various industrial innovations presented. This immersion was particularly inspiring for me as a student, consolidating my professional project."*

Lucas Brahic  
Doctorate – Polytechnique Montréal



*"I'd like to thank the Consortium for Research and Innovation in Aerospace in Québec (CRIAQ) for this opportunity to gain visibility on an important issue in the airport industry: runway de-icing and anti-icing. This opportunity, accompanied by an invitation to the two-day RDV Forum, also enabled me to meet key players in aeronautical research in Quebec, as well as to attend panels, discussions and the presentation of numerous research projects, all of which were very interesting and enabled me to see new issues and meet new people, all with the same goal in mind: to move forward together in this field of growing expertise and innovation. It was a very enriching experience for me, and I'd like to thank CRIAQ once again for giving me the chance to expand my network, my knowledge and my ambitions. "*

Claire Charpentier  
Doctorate - Université du Québec à Chicoutimi



*"This event was an enriching experience, encouraging exchanges between industrials, companies and academics, and enabling the development of promising collaborations. The projects presented broadened my perspective, in particular by bringing the academic and industrial worlds closer together to stimulate innovation. Taking part in the "My Thesis in Aero in 180 seconds" contest was a stimulating challenge, rewarded with a 3<sup>e</sup> prize and growing interest in my work. The RDV Forum 2025 reinforced the idea that the future of aeronautics is being built today, thanks to collective synergies. Many thanks to CRIAQ and the organizers for this memorable experience. "*

Daril Kengne  
Doctorate – Université du Québec à Montréal



*Please note that this testimonial is a summary of the original version.*

**To see the pictures, click**  
**here.**



Gene  
Gener  
Genera  
Generat  
Generati  
Generatio  
Generation  
**Generations of Ideas**

