



# The International Gas Turbine Institute An Institute within ASME

**IGTI Vision Statement: To be the world's foremost vehicle for the development and dissemination of all gas turbine educational and technical information.**

## IGTI's Strategic Business and Marketing Plan

Designed to achieve IGTI's vision, accomplish the Mission and reach the Strategic Goals of the Association through current/new/improved product offerings and promotional, pricing and distribution strategies

1. Ensures sustained, long-term growth
2. Broadens the revenue base
3. Maintains sound financial Status.

### It's application will:

1. Strengthen our current markets
2. Identify and seek out new markets
3. Develop products for these markets
4. Manage the products to achieve sustained growth

## The IGTI Technical Committees

	Number of Members
1. Aircraft Engine Committee	48
2. Ceramic Committee	56
3. Coal, Biomass and Alternative Fuels Committee	78
4. Combustion and Fuels Committee	60
5. Controls, Diagnostics and Instrumentation Committee	73
6. Cycle Innovations Committee	35
7. Education Committee	65
8. Electric Power Committee	52
9. Environmental and Regulatory Affairs Committee	21
10. Heat Transfer Committee	76
11. Industrial and Cogeneration Committee	76
12. Manufacturing Materials and Metallurgy Committee	101
13. Marine Committee	60
14. Oil and Gas Applications Committee	53
15. Structures and Dynamics Committee	142
16. Turbomachinery Committee	277
17. Microturbines/Small Turbomachines Committee	59
<b>Total</b>	<b>1,340</b>

Base Technology (78%) Applications (22%)

## IGTI Core Competencies

- Developing, managing and conducting:
  - Technical Congresses
  - Expositions
  - Multi-track educational programs and workshops
  - Home study courses
- Coordinating and delivering technical publications
- Coordinating the efforts of volunteers
- Communicating association and industry news and information
- Facilitating and sharing information among gas turbine professionals
- Recognizing individual accomplishments in the gas turbine field

## IGTI Core Business Units (Areas)

1. Conferences and Congresses
2. Educational Products
3. Resources and Publications
4. Member and Volunteer Services

Within each primary area, IGTI will deliver a variety of products and services.

## 1. Conferences and Congresses

- ASME IGTI TURBO EXPO Technical Congress
  - Technical paper presentations and panel sessions
  - Driven by technical committees & GTUS
- ASME IGTI TURBO EXPO Exposition
  - Exhibits by manufacturers, research organizations and other key customers
  - Driven by free market enterprise

TURBO EXPO, the premier international technical congress for gas turbine developers, manufacturers, researchers and users, generates most of our revenue.



## 1. Conferences and Congresses (Continued)

- Gas Turbine Users Symposium (New)
  - New stand-alone conference to be launched Dec. 2004
  - Focused on community of gas turbine users
  - Primary panel-, tutorial-, discussion-based sessions
- Specialty Conferences
  - A series of mini-conferences focused on specific specialty topics of current interest to the gas turbine community
- User Group Meetings (New Area)
  - A new area focused on outreach to key OEMs and other major users in the gas turbine industry to serve as a host for their user group meetings

## 2. Educational Products

- Conference Workshops
  - Stand-alone training courses at major IGTI events
- Self-Directed Home Study Courses
  - Basic gas turbine engine technology
  - Gas turbine applications and economics
  - Design of gas turbine engines: thermo and aero
- In-House Training
  - On-site training services to other organizations

## 3. Resource Publications

- Quarterly technical journals
  - *Journal of Turbomachinery*
  - *Journal of Engineering for Gas Turbines and Power*
- Global Gas Turbine News
  - Periodic newsletter for communication between IGTI and its customer base
- Source GT
  - Online directory that matches customer needs with worldwide resources

IGTI gets no revenue from newsletter or journal publications.

## 4. Member and Volunteer Services

- Honors, Awards and Scholarships
  - Committee Best Paper awards
  - IGTI Gas Turbine Award (best paper of the conference)
  - R. Tom Sawyer Award
  - Aircraft Engine Technology Award
  - IGTI Scholar Lecture
  - Scholarships to worthy students
- Volunteer Leadership Groups
  - Gas Turbine Advisory Group
  - Council of Chairs
  - Task Forces for Specific Technologies
- Network Tools, Online Directory

Staff support, scheduling meetings, logistics support, communication facilitation, providing direction, etc.

## IGTI Strengths

1. Exceptionally capable volunteer group
2. Tremendous, leveragable knowledge base
3. Strong network and connections in gas turbine industry
4. Part of well-respected ASME organization
5. Very capable and sharply focused staff
6. Blends effective mix of academicians, researchers, manufacturers, users, and after-market service providers

## Weaknesses That Needed Correcting

1. Previous business and marketing strategy didn't cope effectively with changing world business climate
  - Major OEMs left exhibit
  - Large losses incurred in TURBO EXPO
  - Large deficits not dealt with effectively, which reduced investments
2. Educational material sorely out of date
3. IGTI and ASME needed to work more closely together

Strong corrective actions were needed.