



PRESS RELEASE

8th February 2024

8020 Communications joins Yocova as a member of the Partner Programme

8020 Communications, an award-winning strategic consultancy focused on the aviation, travel and mobility industries, has joined the Yocova Partner programme. The company advises international clients employing strategies that integrate media relations, social media, content and digital marketing techniques to help them achieve business success.

By joining the Yocova Partner programme, 8020 Communications can connect with a global network of aviation businesses and professionals. The company has listed its [storefront](#) on the Yocova Marketplace and can now easily market its services on the platform.

In the aviation sector specifically, 8020 Communications helps businesses to achieve both B2B and B2C objectives and help their clients grow, meet sustainability and ESG goals and earn trust. The company has extensive experience supporting clients within the industry such as airframers, airlines, airports, business aviation, data providers, technology vendors and training providers.

8020 Communications comment

Trudi Beggs, Director, 8020 Communications says: "2024 will be an important year for the aviation industry as it continues to set its propositions for a range of vital issues from sustainability, supply chain and manufacturing quality through to innovations in CX and AI. We are looking forward to networking with other aviation professionals within the Yocova platform and excited to support businesses with their PR and digital marketing services."

Yocova comment

"We're delighted to have 8020 Communications onboard the Yocova Partner programme. As a leading consultancy service provider within the aviation sector, it's fantastic that 8020 can connect with our members, and in turn provide services to benefit the industry at large."

About Yocova

Yocova (You Connect for Value) is an open, neutral digital platform and ecosystem for the aviation industry to collaborate, manage data, and access leading digital services from OEM partners and digital vendors.

It's an end-to-end platform for innovation: digital infrastructure and services to facilitate the exchange of ideas, data, and apps in aviation.



The platform is structured around the pillars of Community, Data Rooms, Marketplace, and Enterprise engagement:

- **Community:** the global aviation community on one open and trusted platform – connect and collaborate with aviation peers in public forums and private working groups
- **Data collaboration:** a decentralised, secure, and voluntary data API exchange giving you full control of who accesses your data to support your digital initiatives
- **Marketplace:** a trusted 'go to' aviation marketplace for digital transformation – find, try, buy, and deploy leading digital aviation apps, data API's solutions and services, or sell and manage your own through a global route-to-market
- **Enterprise engagement:** Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community.

For OEM partners, Yocova provides a single command and control platform through which to securely distribute, authenticate, and update all digital content across the customer community. For OEM customers, a single entry-point for swift, efficient user access to all OEM digital content.

Yocova continues to pursue its growth strategy at pace with over 8,500 aviation professional members from across 470+ airlines and 1,100+ aviation enterprises extending across the aviation value chain, including but not limited to professionals and enterprises from airlines, business jet operators, digital/data vendors, through to airports, ANSPs and OEMs.

About 8020 Communications

8020 Communications is an award-winning strategic communications consultancy for the travel, aviation and mobility industries. Through PR, digital marketing and deep sector knowledge, 8020 helps its clients outperform – their targets, their competitors, their expectations. 8020's strategies integrate creative media relations, engaging social media, valued content and digital marketing techniques to target the right customers and generate excitement that builds bookings and sales, with measurable gains in business performance.

Yocova contact details

To find out about Yocova membership, join conversations, groups, collaborate, and access the latest aviation insights and digital solutions, email members@yocova.com

For press enquiries, contact Stephen Spillett

Email: stephen.spillett@yocova.com