

Video Clip: Joe Leader on APEX, IFSA refreshed logos and website

Dr. Joe Leader, Chief Executive Officer of APEX and IFSA tells *PAX International* the important message behind the updated logos and websites

Visitors and members will see updated appearances for both the Airline Passenger Experience Association ([APEX](#)) and the International Flight Services Association ([IFSA](#)) websites, live now.

Complete with new logos for each, the goal of the update is to tie the associations together more closely, along with creating a connection to the Future Travel Experience ([FTE](#)) group.

For APEX and IFSA members, instead of having to input a password every time, the website now offers a 'Remember Me' option that maintains the "Members Only" look throughout.

"It's our first major relaunch in a decade, and we designed it so it really shows that we're acting in unison," Dr. Joe Leader, Chief Executive Officer, APEX, IFSA, tells *PAX International*. "Our new website is probably what we're most proud of. It's really powerful and launching it is a point of pride."