Marketing and Communication, this is a message
Increased focus on
• Talking about FAI activities
• Sharing the joy of our great sport
• Connecting Members, Stakeholders, Partners
• Selling these to the „world”
• Raising our profile
• Keeping interest and public awareness
• Becoming attractive partners (business, media, spectators)

A continuous loop. A process. A task for all of us.

Bigger picture triggers the need to focus
Be realistic! We cannot serve and please all on equal level
What is the heading? „Key tasks (inner circle)” vs. „wider world”

Première Raison d’être: Air Sport Persons (competitive & recreational)

FAI Essentials
1. Basic aim of furthering aeronautical and astronautical activities worldwide – Promote Air Sports
2. Ratifying world and continental records
3. Coordinating the organisation of international competitions

Any action must first focus on these essentials.

FAI’s Prime „Customers”
MEMBERS
• ASP Air Sport Persons
• As per constitution = NACs
• As per perception = SL holders
• As a goal = all ASPs
• SL holders = approx 5%
• Other = approx 95%

FAI BODIES
• Executive Board (EB)
• Regional VPs
• Air Sport / Tech. Commissions
• Expert Groups
• FAI Head Office
• FAI owned companies

OUTSIDE FAI
• Media Representatives
• General Public
• Air Sport Community
• Other International Institutions
• IOC, ICAO...

PARTNERS
• Spouses
• Event Organisers

FAI BODIES
• Minutes, Tools, Privileged Info

Customers with different information requirements
MEMBERS
• Details (Rules, Minutes, handbooks)
✔ Involve & Inform me!

FAI BODIES
• Minutes, Tools, Privileged Info
✔ Assist me!

PARTNERS
• Serious products, Hospitality, Success
✔ Let me benefit!

OUTSIDE FAI
• News, Images, Competition Info
✔ Entertain me!
Recap: Strategic Plan review (2012)

**FAI Strategic Goals**

- Strengthen the Organisations
- Unite Our Members
- Increase Practice of Old Sports
- Service Air Sports
- Promote Air Sports

**FAI Strategic Plan and Projects**

- **Strengthen**
- **Unite**
- **Service**
- **Promote**

**Increased Visibility leading to Business**

**FOCUS**

1. **High Profile Events**
   - #1: High Profile Events
   - #2: FAI Products
   - #3: Grow General Interest
   - #4: Media
   - #5: New Business
   - #6: FAI Companies

2015

- A challenging year ahead
- A golden opportunity to showcase our air sports
- Many high-profile events
- 50 Cat1-events (Worlds, Continentals)
- 4 Breitling selected events

We strongly believe that „Stars are right aligned”

**FOCUS #1: High Profile Events**

1. Make the FAI World Air Games Dubai 2015 a success
   - Showcase, connect air sports, proof of concept, identify future bid cities, invite potential business partners
2. Increase support for Key Events
   - Sailplane Grand Prix, Coupe Aeronautique Gordon Bennett, Indoor Aeromodelling, Paragliding, Junior events
3. Professionalize FAI Cat1-events
   - Seminars for organizers and bid cities, Organizer (friendly) Agreement, Activation Guides
4. More presence outside aviation-community
   - Conventions, Congresses (SportAccord, Host-Cities-Summit)
   - Based on clear „cost-benefit-analysis"
FOCUS # 4: Media Coverage

1. Scheduled Content for newsletter, social media
   - Reports on stories, dates and people generally connected to air sports
   - Anniversaries of historic aviation achievements or aviation events/persons
   - Tailored news for our stakeholders (FAI "customers")
   - Evaluate distribution/tracking/reporting providers (e.g. Vocus)

2. Production and Distribution Plan for moving pictures
   - TV, www, promotional use with producers (aviation-experts) and distribution experts
   - Network with IOC, IWGA and SportAccord channels

3. Grow Multilingual Communication
   - Press-releases / news (when appropriate)
   - English, French, Spanish, German, Russian, Arabic

4. Images / Articles Repository
   - FAI image database, prepared press-releases, Air Sport disciplines explained

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FOCUS # 4: Communication related to anniversaries / events

- Event: 1903 Wright Flyer
  - Date: 2015-01-01
  - Description: 112 years of flight

- Event: 1927 European Air Meet
  - Date: 2015-06-01
  - Description: 88 years of the FAI

- Event: 1939 World Speed Record
  - Date: 2015-09-01
  - Description: 76 years of aviation history

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FOCUS # 5: New Business

1. More Sponsors, Partners, Organizers
   - Find solutions: Commercial contracts
   - New event formats (outside SCs)
   - New regions/countries (no FAI member yet)

2. Active Business Development
   - Develop Sponsorship Cases
   - Utilizing FAI/assets: stories, spectators, existing cooperations (Breitling, Red Bull Air Race)
   - Look for In-kind services: Goods/services not involving money
   - Natural, logical fit: Travel, Communication, Logistics, Cars, IT gadgets
   - Acquisition/Approach Plan for EB / FAI HO starting in 2015

3. Pro-active Location Identification
   - Air Space, Meteo, Orographics.
   - Partner with World Meteorological Organisation (WMO)?
   - Partner with other International Federations (IF)?

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FOCUS # 6: FAI-owned Companies

1. FAME/IPETA „caretakers / tools“ for the FAI
   - Under guidance of EB / Head Office / SecGen
   - Execution of clearly defined tasks
   - Available for activities that are ready to be outsourced
   - Professionalizing aviation event formats outside “standard FAI SC business”
   - Criteria / negotiating commercial partnerships with Sponsors, Suppliers, Media

2. FAME and IPETA cooperation
   - Specific areas of expertise – IPETA for Parachuting
   - We need both

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2014: Focussing on FEW events - rather than including ALL

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A real opportunity, an honor, an obligation!

FAI - BREITLING Partnership
4 Breitling selected events in 2014

5th FAI Sailplane Grand Prix
08.-16.05.2014, Sisteron / France
http://sgp.aero/

11th FAI World Advanced Aerobatic Championship
07.-16.08.2014, Dubnica nad Vahom, Slovakia
http://waac2014.sk/

58th Coupe Aeronautique Gordon Bennett
28.08.-06.09.2014, Vichy / France
http://www.gordonbennett2014.org/

2nd FAI Junior World Hot Air Balloon Championship
01.-06.09.2014, Vichy / France
http://www.worldjunior2014hab.org/

2014 „Breitling“ events

4 selected competitions
- Financial Support (requesting BREITLING visual presence)
- Breitling watch(es)
- Promotional Material, Merchandise (lanyards, caps, banners)

FAI Category I events
- Financial Support (watch-/jewelry exclusivity, no visual presence)
- Continental / World Championships in all Air Sport Commissions

General Support of Air Sport Management / Development
- Sponsorship Coordinator
- Costs / Overheads in FAI Head Office

2015 Focal Points «hands-on» (-> Agenda item 17)

Focus on HOSTS
Focus on EVENTS
Focus on MEDIA

1. Assisting Local Organizers/Air Sport Commissions
2. Provide & implement technology (Tools)
3. Presence during selected competitions
4. Communication / Marketing
5. Challenge Air Sport Commissions to develop events

Remember! FAIs main goals

1. Basic aim of furthering aeronautical and astronautical activities worldwide – Promote Air Sports
2. Ratifying world and continental records
3. Coordinating the organisation of international competitions

The “essentials” for FAI

Any action first focusses on these essentials.