



FAI Strategic Plan and Projects 10.5 Marketing & Communications

108th FAI General Conference
17./18.10.2014

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.



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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)



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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.



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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%

PARTNERS

- Sponsors
- Event Organizers

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 ...



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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!**



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- ### 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“**
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- ### FOCUS # 1: High Profile Events
- Budget 2015 ✓
1. Make the FAI World Air Games Dubai 2015 a success (agenda 10.6)
 - > Showcase, connect air sports, proof of concept, identify future bid cities, invite potential business partners
 2. Increase support for Key Events (agenda 17)
 - > Sailplane Grand Prix, Coupe Aeronautique Gordon Bennett, Indoor Aeromodelling, Paraski, Junior events
 3. Professionalize FAI Cat1-events (agenda 17)
 - > Seminars for organizers and bidders, Organizer (friendly) Agreement, Activation Guides
 - > FAI Head Office services: IT centre, webspace, servers, tools, templates, social media
 4. More presence outside aviation-community
 - > Conventions, Congresses (SportAccord, Host-Cities-Summit)
 - > Based on clear «cost-benefit-analysis»
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- ### FOCUS # 2: Further FAI „products“
1. Honor Safety Concepts
 - > Develop, implement safety assessment systems with subsequent honoring of organizers
 2. „FAI-stamp“ on „non-standard“ aviation challenges
 - > Other „special“ Air Sport events
 3. Evaluate potential of Air Sports Congress
 - > Public part: Air sports developments, new concepts, touristic concepts, business models
 - > Insider part: parallel and joint ASC meetings, exchange best practise, connect disciplines
 - > „high profile and prestigious“, key-note speakers, other IFs, politicians, authorities, media representatives
 - > During General Conference? In connection with Air Sports Congress? Supporting NACs!
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- ### FOCUS # 3: Grow General Interest
- Budget 2015 ✓
1. Improve Live Tracking / Live Commentary
 - > Provide Tracking devices, data processing, moderation, live footage to Organizers
 - > Evaluate as FAI business model (current task for IT EG, SPGP, Gordon Bennett, RBAR)
 2. FAI mobile-apps
 - > Tracking, results, help-documents
 3. Merchandising
 - > Fan-articles, Useful „stuff“
 4. VIP / Hospitality packages
 - > On site „meet & greet pilots“, VIP briefings, VIP/Media flights
 5. Young Artist Contest
 - > Promote, encourage, honor „today's artists“ and „tomorrow's pilots“
 6. Connect Air Sport & Business
 - > Evaluate Executive Education Seminars. Evaluate partnership with business schools
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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



FOCUS # 4: Communication related to anniversaries / events

Date	Name	First name	Country	Description
12.03.1995	Fosselt	Steve	USA	First solo flight across the Pacific Ocean
09.03.2005	Fosselt	Steve	USA	speed around the world record
19.03.1945	Bellaev	Pavel	RUS	Leonov's first space-walk
14.05.2005	Delasalle	Dieder	FLA	Mount Everest take-off
21.05.2000	Maur	Lindsay	GBR	Ballooning female duration record
23.06.2005	Bogdanov	Alexander	RUS	Paramotor distance record
06.07.2010	Borachberg	Andri	SUI	Solar Impulse duration and gain of height records
04.08.1985	Tudor	Larry	USA	Gain of height record
06.09.1970	Hill	Maynard	USA	Gain in altitude (radio control flight)
11.10.2005	Kirikaiev	Sergey	RUS	Accumulated space flight time
23.02.1995	Fosselt	Steve	USA	First solo flight across the Pacific Ocean
09.03.2005	Fosselt	Steve	USA	speed around the world record
19.03.1945	Bellaev	Pavel	RUS	Leonov's first space-walk
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11.10.2005	Kirikaiev	Sergey	RUS	Accumulated space flight time

Date	Name	Age	Location
08.02.19.08.2013	20th FAI World Hang Gliding Class 1 Championships	CHN	Wen de Brazil - Mexico
17.05.10.10.2010	10th FAI World Hang Gliding Championships	GBR	Schobermoog - Germany
14.09.14.09.2013	2013 FAI World Championship for Indoor Aerobatics Model Aircraft	CAN	Prushee - Poland
17.06.05.07.2010	2nd FAI World Aerobatics Indoor Championships	CAN	Legnago - Poland
02.07.07.07.2011	22nd FAI World Precision Flying Championships	USA	Silver - Denmark
09.06.17.06.2011	8th FAI World Paragliding Accuracy Championships	CHN	Kunming - Beijing - Indonesia
14.09.14.09.2011	10th FAI World Hang Gliding Championships	CHN	Prushee - Poland
19.08.19.08.2011	10th FAI World Aerobatics Championships	CHN	Chibrowen/Deis - France
22.06.16.06.2010	10th FAI World Aerobatics Indoor Championships	CHN	Prushee - Poland
05.07.12.07.2010	9th FAI World Aerobatics Indoor Championships	GBR	Carlisle air base - Wales



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)?



FOCUS # 6: FAI-owned Companies

1. FAME/IPETA „caretakers / tools“ for the FAI
 - > Under guidance of EB / Head Office / SecGen
 - > Limiting risk expose (protect FAI)
 - > Execution of clearly defined tasks
 - > Available for activities that are ready to be outsourced
 - > Professionalizing aviation event formats outside „standard FAI SC business“
 - > Liaise / negotiate commercial partnerships with Sponsors, Suppliers, Media
 - > Re-activate FAME when the above mentioned steps are done
2. FAME and IPETA cooperation
 - > Specific areas of expertise – IPETA for Parachuting
 - > Best practice
 - > We need both



**A real opportunity,
an honor,
an obligation!**



FAI - BREITLING Partnership



2014: Focussing on FEW events - rather than including ALL



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 Aéronautique 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/>



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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-/jewelrey 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



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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



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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.



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