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Book**

COMMUNICATION STRATEGY

Communication Strategy for the Federation

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MANUAL

IFATCA is the recognised international organisation representing air traffic controller associations. It is a non-political, not-for-profit, professional body that has been representing air traffic controllers for more than 50 years, and has more than 50,000 members in over 120 countries.

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The IFATCA Office
360 St. Jacques, Suite 2002
Montreal (Quebec) H2Y 1P5
Canada

Phone: +1 514 866 7040
Fax: +1 514 866 7612
E-mail: office@ifatca.org

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DOCUMENT OWNER	Deputy President	dp@ifatca.org
MASTER COPY HOLDER	Office Manager	office@ifatca.org

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IFATCA Communication Strategy

1. Objective

- 1.1.1 To establish the International Federation of Air Traffic Controllers' Associations, IFATCA, as the gold standard in air traffic control, enhancing both internal and external credibility, visibility, and engagement.
- 1.1.2 The IFATCA communication strategy is designed to communicate and promote the vision and mission statements with a view to fostering community and cultural cohesion.

2. IFATCA's Vision and Mission

2.1 IFATCA's Vision

- 2.1.1 IFATCA is the global voice of Air Traffic Controllers. It furthers air traffic safety, influences the sustainable evolution of aviation, and embraces all members of its community. The apolitical federation provides guidance, representation, training, and other services to advance the status and professionalism of air traffic control. It collaborates with other international organizations to achieve mutual goals.

2.2 IFATCA's Mission

- 2.2.1 To enhance air traffic safety, to promote the air traffic control profession, and to shape the future of air traffic management.

3. Strategy

3.1 Messaging

- 3.1.1 Clear and concise messaging: Ensure all communication is easy to understand and targeted to the relevant audience. Consistent messaging must convey the intended meaning effectively.

3.2 Spokespersons

- 3.2.1 PCX speaks for the Federation in general, assisted by DP.
- 3.2.2 The Regional EVPs (AFM, AMA, ASP, EUR), EVPT and EVPP speak for their areas of responsibility, in coordination with PCX and/or DP.
- 3.2.3 Other Subject Matter Experts (SMEs) as designated by the EB.
- 3.2.4 Invitations and requests for IFATCA engagement shall be sent to the office@ifatca.org email address to be brought to the attention of the EB for action.

3.3 Target Audiences

3.3.1 Internal

- Volunteers (Standing Committee members, Task Force members, etc.).
- Directors of Member Associations (MAs).
- MA leadership.
- Individual members.

3.3.2 External

- Comparable Organizations (e.g. IFALPA, IFATSEA, IFISA, IFAIMA) and other staff representative bodies in aviation (e.g. ITF, ILO).
- Aviation Industry Community (e.g. ANSPs, ICAO, IATA, CANSO, CAAs, other authorities).
- Industry Partners.
- Research institutes.
- General Public.

3.4 Communication Channels

Integrated Communication Channels: Utilize a variety of platforms to communicate effectively, such as:

3.4.1 Internal

- Email
- Social media (e.g. Facebook, Instagram).
- Website content (main area and restricted area).
- Email newsletters (e.g. Circular).
- Print materials and IFATCA-hosted events (Regional Meetings, Annual Conferences).

3.4.2 External

- Social media (e.g. LinkedIn).
- Website content (main area).
- Participation in external events, such as CANSO's Airspace World, Communicating for Safety (CFS), etc.

3.5 Internal Communication Strategy

3.5.1 Regular Updates

- Circular: Monthly newsletter featuring industry news, IFATCA achievements, upcoming events, and member contributions.
- Leadership Communication: Regular updates from the Executive Board (EB) on strategic goals, progress, and key decisions.

3.5.2 Priority Messaging

- Email: Press releases, position statements (issued by the Office).
- Social media: If deemed appropriate by the EB.

3.5.3 Advocacy

- Campaigns, causes, banners, etc.

3.5.4 Interactive Platforms

- Develop the internal web portal for collaboration, sharing knowledge, and engaging members.

3.5.5 Volunteer Engagement

- Engage volunteers through the Circular/Magazine, social media, and virtual town halls.
- Make the work of volunteers visible and valued, creating an inclusive environment.

3.5.6 Publicising Relevant IFATCA Output

- Promotion of continuous learning (e.g. webinars and workshops) to update members on ATC practices and technologies, etc.
- Promote resources like WIKIFATCA and IFATCA Industry Digest (I2D) for industry news, emerging trends, best practices, research, and case studies.

3.6 **External Communication Strategy**

3.6.1 Thought Leadership

- Publish white papers, research reports, and articles in leading aviation platforms to enhance credibility.
- Participate in global ATC conferences, panels, and forums to demonstrate expertise.

3.6.2 Collaboration and Standards

- Partner with international aviation bodies to promote ATC standards and guidelines.
- Collaborate with comparable and sister organizations to strengthen partnerships.

3.6.3 Enhancing Visibility

- PR Campaigns: Highlight IFATCA's achievements and contributions through proactive public relations campaigns.
- Media Partnerships: Partner with aviation publications, blogs, and news outlets for interviews and features.
- Social media: Maintain a robust presence, sharing insights and engaging with the aviation community.

3.6.4 Community Engagement

- Educational Outreach: Collaborate with academic institutions to promote ATC careers and support aviation safety education.
- Public Awareness: Educate the public on the critical role of ATC through campaigns that highlight IFATCA's contributions to safety.

3.6.5 Industry Partnerships

- Forge strategic partnerships with airlines, airports, and other industry stakeholders to collaborate on safety and operational excellence.

3.7 Crisis Communication Strategy

In the event of a crisis, IFATCA will have a structured approach that includes:

- An immediate generic message to avoid speculation.
- Timely Updates: Clear, transparent communication at regular intervals.
- Transparency & Empathy: Address concerns openly, maintaining public and member trust.
- Emphasizing just culture principles and the importance of impartial accident and incident investigations.

3.8 Brand Awareness Campaigns

- Storytelling: Consistent messaging.
- Utilizing storytelling and the IFATCA logo/brand, hashtag and house-style.
- Channel Integration: Leverage social media, websites, events, and print materials to build brand awareness and position IFATCA as the gold standard in all things ATC.

3.9 Measurement and Evaluation

3.9.1 Internal Metrics

- Conduct surveys to assess engagement and satisfaction.
- Participation Rates: Track attendance at internal events, webinars, and training programmes.
- Feedback Implementation: Ensure member feedback is reflected in operational and strategic improvements.

3.9.2 External Metrics

- Media Coverage: Track the volume and sentiment of media mentions related to IFATCA.
- Social Media Engagement: Measure follower growth, engagement rates, and content reach on social platforms.
- Industry Recognition: Monitor awards, recognitions, and speaking engagements secured by IFATCA representatives.

Produced by
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The IFATCA Office
360 St. Jacques, Suite 2002
Montreal (Quebec) H2Y 1P5, Canada

Phone: +1 514 866 7040
Fax: +1 514 866 7612
E-mail: office@ifatca.org



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