

Communication Coordinator/Controller Magazine Editor Report

Presented by Nicola Ni Riada (IATCA Ireland)

SUMMARY

This paper summarizes the work of **Communication Co-ordinator and the Communications Team** since annual conference 2024, Singapore.

This includes the IFATCA **Communications Strategy, Controller Magazine, IFATCA monthly circular, social media** output, communication team's work for conference and brief discussion on Industry Partners becoming part of the comms remit.

1. INTRODUCTION

The paper discusses the world communications team activities including the IFATCA Communications Strategy, the Controller Magazine, the IFATCA monthly circular, our social media output, the communication team's work for conference and brief discussion on Industry Partners becoming part of the communications remit. Hopefully it will show you, our members, the progress and workload in the communications area this past year. The goals of giving VISIBILITY & VALUE for the federation remain our communications team goal, aligned with the IFATCA Communications Strategy.

- 1.1. The communications team work tirelessly on behalf of the federation. I would like to take this opportunity to thank them all for that work and their MAs for supporting them.

World Communications Team

ASP: Renz Bulseco (Philippines), Umi Muthiah Syahirah (Indonesia), Mehdi Roohi (Iran) Joy Bhattacharya (India)

EUR: Olga Toki (Greece), Olivia May (UK), Kristian Lavin (Estonia) Thorsten Raue (Germany)

AMA: Brittney Armbrust and Tom Thompson (USA), ElKadur Acosta (Dominican Republic)

AFM: Maureen Isika (Kenya) Wickel Yannick (Cote d'Ivoire)

Philip Marien (EGATS) is still offering mentoring and support, for which we are profoundly grateful.

- 1.2. Meetings attended- most of our work is done virtually and we are a busy group, the workload is high but manageable as it is spread over the group. Each member

of the group has core roles/areas of expertise. The communications coordinator maintains oversight of all the tasks and organizational aspects.

1.2.1 Most of the weekly EBM virtual meetings are attended by the Comms coordinator (only)

1.2.2 Communications Committee has monthly meetings plus almost daily interactions within the team (to make graphics - Mehdi or edit videos - Umi or check in with the regional teams)

1.2.3 Regional team leads **AMA Tom ASP Umi AFM Maureen EUR Olga**

1.2.4 There is fairly constant contact with Task Force chairs, Standing committee chairs and ICAO ANC rep/other ICAO reps and the Executive Board

1.2.5 There are frequent meetings with other agencies to collaborate e.g. IFALPA, CANSO

1.2.6 The communications coordinator in conjunction with the office responds to media/other queries

1.2.7 There are frequent meetings/exchanges with new and existing Industry partners

1.3. The Communications Coordinator attended the following in-person meetings:

- NATCA Communicating for Safety (CFS) Conference in Las Vegas, NV. 16-18 September 2024.
- IFATCA Executive Board meeting 20-22 September 2024 in Panama City, Panama.
- EUR regional meeting 15-17 October 2024 in Skopje, North Macedonia.
- IFATCA Executive Board meeting 20-22 February 2025 in Johannesburg, South Africa.

2. DISCUSSION

2.1 The communication strategy which issued in September 2024, is a plan that outlines how our federation will communicate with its target audience. It includes our communication goals and objectives, key messages, communication channels, tactics, and metrics to measure the success of communication efforts. You will find the document on the IFATCA.org website under [Manuals, Documents and Templates – IFATCA](#)



2.2 **Controller magazine.** The role of Editor and Communications Coordinator has been combined for the past years. The decision to move to one 'full' edition each year (planned for September) was not taken lightly. **We made the decision as we get very little member input still, even with the expanded communications teams.** There is a core team within

communications for the magazine- thank you to Renz and Olivia who are leading on this. This year we have a conference edition inspired by the Singapore conference magazine. This will issue before conference in mid-April and is in collaboration with the UAE OC. The next edition after that will be September. We will trial this twice a year version going forward.

2.3 The monthly **IFATCA Circular** issues mid-month and has at least couple of articles linked to it each issue which appear online, under The Controller heading on the website. [The Controller – IFATCA](#)

There is a core team within communications for the circular. Thank you to Brittney who is the lead on this. The Circular is the monthly update of all IFATCA activities and serves as a good tool for getting information to our members. Quite a lot of work goes into it each month and your dissemination of it is important. Your feedback on it is also appreciated!

2.4 **Social media** – The decision has been made to post on Facebook, Instagram and LinkedIn and we are posting at least 3 times a week. Thank you to Kristian for handling LinkedIn and for Renz and Olivia for the FB/Instagram posting. Engagement on all platforms is reasonably good. We would like better engagement especially in terms of liking/sharing from you all! We welcome suggestions and constructive feedback on our social media presence, but please be aware that there are limits to how many platforms we can branch out on to and how much content we can create.

2.4.1 **IFATCA SPOTLIGHT-** newest endeavour spearheaded by Thorsten (Germany) and Renz. It is a series of podcasts introducing each Member Association to the federation by interviewing controllers from that MA. The ambitious plan is to have ALL MAs involved eventually! We would like to encourage more MAs to sign up.

2.5 **Internal communication** as per the communication strategy section 3.5: the communications team have put a communications lead or appointed a communications contact for each task force and standing committee. The chairs are engaging really well as are the ICAO reps and other activists withing IFATCA. We would like to sincerely thank you all for this engagement. It allows us to show the world the immense work being done by IFATCA volunteers and this visibility lends value to the federation!

2.6 External **communications** as per the communication strategy section 3.6: we are trying hard to improve our communications with external bodies and sister organisations (IFALPA, IFATSEA for example). This relationship building and establishing channels takes time and effort, but we feel it is worth it.

2.7 **Conference** advertising with OC/ Conference coordinator -the team works with the OC of annual conference each year to support them in advertising the conference. Regional comms teams also support the regional meeting organising committees. Again, quite a lot of work goes on behind the scenes on this.

3. **Website-** is still under the communications coordinator remit while the website **TF** (under Deputy President JF LePage) is set up and working on the plan to replace/upgrade. We know they will need comms inputs. This is not yet finalised.

4. **Industry Partner coordinator**

Philippe Domogala will hand over the Industry Partner coordination to the Communications coordinator after this conference- I would like to take this opportunity to thank him for his work on behalf of the federation. And personally, for taking the time to mentor me into this new role. It's new territory, with an evolving landscape and relationships.

The team was already working with the Industry Partner coordinator to develop strategies with our Industry partners to showcase them on our social media and to extol the mutual benefits for both in our partnerships. We hope to continue to do so.

5. **CONCLUSION**

- 5.1. The Federation is constantly looking at ways to improve its communication strategy both internally and to our external audience. It is a work in progress. **Your engagement is vital for this to work.** Your feedback is appreciated. Please let us know your ideas. Please volunteer to join us!

6. **Personally**

- 6.1 Thank you to my home association IATCA and my ANSP Airnav Ireland who continue to provide great support, not only to me, but also to the Federation!!
- 6.2 Thank you to my family for putting up with my workload and absences!
- 6.3 Thank you to the IFATCA Executive Board for their continual support and collaboration.
- 6.4 Thanks again to my amazing team members. Any and all credit for our improvements belongs to them.
- 6.5 Finally, **Thank you!** MAs/directors/members that have sent in content, read the circular, like us on social media..... **YOU are IFATCA.**

6. **RECOMMENDATIONS**

- 6.1. This report is accepted as information

--END--