

Communication Coordinator/Controller Magazine Editor report 2024

Presented by Nicola Ni Riada, IATCA Ireland, IFATCA Communication Coordinator

SUMMARY

This paper will outline the IFATCA Communication Coordinator/Controller magazine editor and Comms team activity since last conference.

1. INTRODUCTION

This paper will outline the Federation's Communication Coordinator/Controller magazine editor and Comms team activity since conference 2023. It will give insight to the communication plan and hopefully show the workload in the comms area.

1.1 Makeup of the world Comms team:

The comms team work tirelessly on behalf of the federation. I would like to take the opportunity to thank them all for that work and their MAs for supporting them. We started with 2 from each region but have grown this year, so welcome to the new members. The team very actively discusses and plans the posts on social media (Facebook, Instagram and LinkedIn) with regular virtual meetings. The team are also spearheading their respective regional accounts. Again, special thanks to the regional teams for their work!

World Communications Team

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

Joy Bhattacharya (India)

EUR: Olga Toki (Greece), Olivia May (GATCO UK), Kristian Lavin (Estonia)

AMA: Brittney Armbrust (NATCA USA), EIKadur Acosta (Dominican Republic)

AFM: Maureen Isika (Kenya) Sid Ahmed Mirad (Algeria)

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

2. DISCUSSION

2.1 The communication plan/strategy for the federation has two action areas:

- Internal communication and
- External communication.

The aim of the communications plan is to provide **visibility** to the federation and in doing so show the **value** of the federation's work.

Fragmentation remains an issue, with information going out both internally and externally on a very diverse set of channels, some more effective than others. We have tried to consolidate, for example ending IWEN at the end of 2023 but incorporating Joy Bhattacharya (India) into the communication team to ensure that information from IWEN is incorporated into other channels. For example the Calendar element will be a tab under events on the IFATCA website.

Internal communication improvements are being made in conjunction with the 2030+ Task Force and the executive board. We are working on streamlining and codifying processes for communication like press release protocols, how we deal with media/VIPs at conference, simple things like making sure important dates like EBM or other internal meetings are known. The 2030 TF chair has held chair meetings, and the comms team have put a comms lead or appointed a comms contact for each task force and standing committee. The communication coordinator has reached out to each ICAO rep and regional reps to ensure their work for IFATCA is visible on the social media channels. MAs are reminded to still check their emails regularly for information from the office.

External communication via social media. The decision has been made to focus on social media, specifically Facebook, Instagram and LinkedIn. We welcome suggestions and constructive feedback but please be aware that there are limits to how many platforms we can branch out on to. The comms team goals of VISIBILITY & VALUE for the federation are forefront in all the posts we do.

In 2023 we ran several themed posts:

- What is IFATCA?
- Introducing the EB series
- IFATCA at ICAO series
- Annual conference countdown and on site posting during the conference.
- Conference refresher series
- RMs-countdown and on site posting during each one.
- Showcasing the SEP
- Highlighting standing committees TOC PLC FIC CAC- in person and virtual meetings
- Highlighting EDITF and 2030/TTF
- Celebrating International Day of the controller and marking other aviation professionals' days
- Helping coordinate and showcase International Women's Day (IWD2023)
- IFATCA TechTalks
- Mental health posts
- Advertise and amplify webinars and surveys.
- We also tried to include some fun posts- like International left handers day, and World beard day (Both very popular!)

2.2 Website(s): The main IFATCA website serves its purpose but is still in need of an overhaul. This has been flagged by the 2030TF as well. Unfortunately, there are currently little resources left to work on this. The plan is to try to start this in 2024 (after the conference). **Please see the 2030WPs on this topic.** ‘Developing the requirement to renew the IFATCA website’ and ‘Guidelines for the creation of an IFATCA PWA’. Ideally, we would like to have a core TECH team within the comms team-this is something we are actively working on creating.

2.3 **Wikifacta** (<https://ifatca.wiki>), maintained by JF Lepage, remains a very powerful reference for Member Associations.

2.4 External communication in relation to collaboration with other professional bodies and organisations.

The Communications coordinator has reached out to many of the other professional organisations like IFALPA, IFATSEA, IFIMA, IFAIMA, to build cooperation agreements in relation to shared social media posts/campaigns. We are also reaching out to bodies like SkyBrary to cooperate with. These relationships take time to develop but we believe are worth working on.

The team is also 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.

2.5 Journal - The Controller Magazine

As part of a broader, overall communications strategy, the role of Editor and Communications Coordinator has been combined for the past years.

The journal has struggled to keep its place amongst the deluge of other communication channels that are available to the Federation and the medium is challenging in an era of instant communications. We made the decision to move to one ‘full’ edition each year (planned for September). **We get very little member input still, even with the comms teams- please try to contribute. If you want to get involved, please contact nicola.niriada@ifatca.org or any member of the Comms team.**

The monthly **IFATCA Circular** issues mid-month and has a couple of articles linked to it each issue which appear online, under The Controller heading on the website. There is a core team within comms for both the circular and the Controller magazine. NOTE we do not have a circular in July or August to allow the magazine preparation to occur.

3. CONCLUSION

- 3.1. The Federation is constantly looking at ways to improve its communication strategy. Over the past months, significant steps have been taken to further our communication strategy both internally and externally. We are working with the EB and 2030 TF on this.
- 3.2. You can be part of this- get involved, or like and share the posts.
- 3.3. It is a work in progress- we are writing guidelines for the Comms team and communications area (ginger booklet)

4. REFERENCES

- 4.1. [IFATCA - One Sky | One Voice](#)
- 4.2. [WIKIFATCA |](#)
- 4.3. [The Controller - IFATCA](#)
- 4.4. [Facebook](#)
- 4.5. [IFATCA - One Sky, One Voice \(@ifatca1961\) • Instagram photos and videos](#)
- 4.6. [\(3\) IFATCA Europe: Overview | LinkedIn](#)

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