



# AIRSHOWS: The Solution, Not the Problem

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# Why Me?



- ★ 25 Years - B2B and B2C Marketing
- ★ 14 Years - Head of Marketing at the Air Tattoo
- ★ Founder - International Airshow Marketing (IAM)
- ★ Fellow - Chartered Institute of Marketing
- ★ Board Member – European Airshow Council (EAC)
- ★ Trustee - Flying Scholarships for Disabled People
- ★ STEM Ambassador - delivering STEM workshops
- ★ CMO at CirculAIRity - Sustainable Aviation Fuel Start Up
- ★ EASA Working Group – Skills Shortage in Aviation
- ★ B Corp Accreditation - sustainable aviation advocate
- ★ Speaker - ICAS, EAC, BADA, CAA/MAA, Business Events

# Airshows: The Solution, not the Problem

- ★ Evolving attitudes and trends towards aviation
- ★ Increasing environmental concerns
- ★ Why airshows are not the problem
- ★ Why they are the solution
- ★ Future opportunities for airshows:
  - ★ Sustainable aviation and air mobility
  - ★ Public perception and communication
  - ★ Engaging the next generation
- ★ Practical advice and tips to ensure the longevity of the airshow industry.

# Fundamentals of Marketing: Know Your Customer (it's not you!)

- ★ Who are they?
  - ★ Public
  - ★ Business
  - ★ Military
  - ★ Government
- ★ What problem are you solving for them, pain points?
- ★ How are you going to help them, your solution?
- ★ It needs to make them the hero and look good?
- ★ How will they find out about you?
- ★ Why will they TRUST you?
- ★ How do they buy or engage – make it easy?
- ★ Marketing is behavioural science and psychology!



# But Our Customers are Changing.....

## **Baby Boomers**

Born 1946 – 1964

### **Background:**

Postwar children, dictatorship, leadership, poverty / work hard

### **Behaviours:**

Idealistic, revolutionary, workaholic

### **Motivators:**

Good of the company, self worth, personal legacy, recognise performance

### **Recognition:**

Values option, contribution, leadership

### **Values:**

Music, ideology, music

## **Generation X**

Born 1965 – 1976

### **Background:**

Political transformation, capitalism, pop culture / music

### **Behaviours:**

Materialistic, competitive individualistic

### **Motivators:**

Need to see difference, achievement, salary, career and goals

### **Recognition:**

Technology, training, trust

### **Values:**

Status, brands, luxury



# Shift in Attitudes and Values

## Generation Y / Millennials

Born 1977 – 1995

### Background:

Globalism, economic stability, internet begins

### Behaviours:

Globalist, questioning, self-orientation, collaborative

### Motivators:

Flexibility, security, earning a living, career and credibility

### Recognition:

Project saving, make a difference, challenged

### Values:

Experience, travel, flagships, cause

## Generation Z

Born 1996 – 2009

### Background:

Mobility, social networks, digital natives

### Behaviours:

Undefined ID, inclusivity, dialogue, relative truth

### Motivators:

Personal goals, parallel careers, relationships, great good

### Recognition:

Uniqueness, unlimited, ethical, climate aware

### Values:

Music, ideology, music

# Our New Customer Thinks Differently

## Generation Alpha

Born 2010 – 2025

### Background:

Formative years during pandemic, want fun and to spend time with family/friends, materially endowed

### Behaviours:

Hyper connected, independents, tech savvy, diverse, shorter attention spans

### Motivators:

Connectivity, authenticity, inclusivity, creativity, sustainability

### Recognition:

What to change the world, make it a better place to live, and save the planet

### Values:

Need brands to match their values

How are we  
going to think  
differently?

# 2023 State of the Climate Report: Entering uncharted territory

“Life on planet Earth is under siege. We are now in an uncharted territory.

For several decades, scientists have consistently warned of a future marked by extreme climatic conditions because of escalating global temperatures caused by ongoing human activities that release harmful greenhouse gasses into the atmosphere.

Unfortunately, time is up.

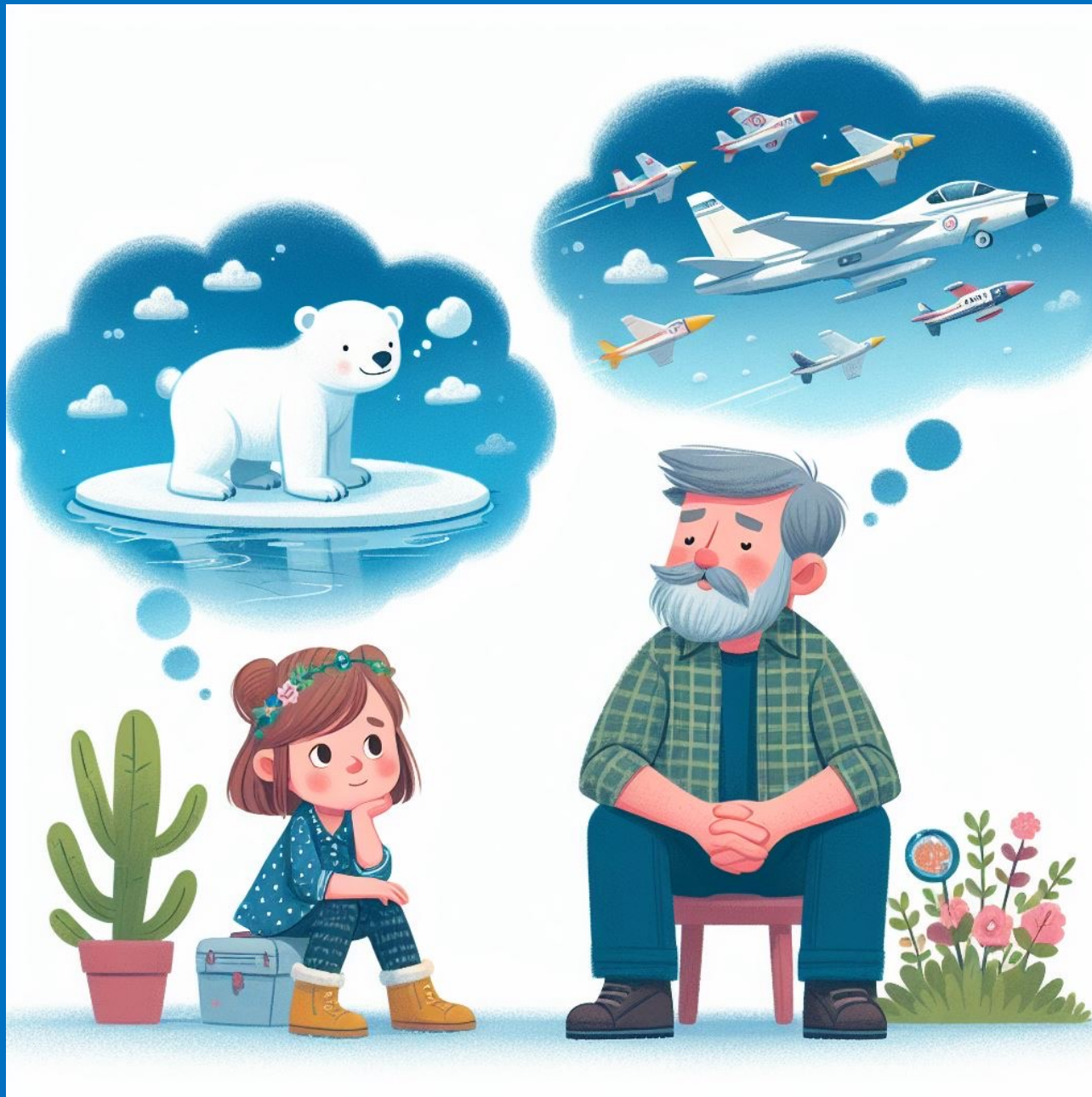
We are seeing the manifestation of those predictions as an alarming and unprecedented succession of climate records are broken, causing profoundly distressing scenes of suffering to unfold.

We are entering an unfamiliar domain regarding our climate crisis, a situation no one has ever witnessed firsthand in the history of humanity.”

Untold Human Suffering in Pictures







# Sustainability Used to Cancel Events: Aviation & Automotive

- ★ Sunderland Airshow Cancelled
- ★ Texel Airshow Cancelled
- ★ VW Hot Hatch Festival
- ★ Bournemouth Air Festival
- ★ How do we address this?



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# WHAT IF WE HAD THE SOLUTION?

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# Change to Being Purpose Driven

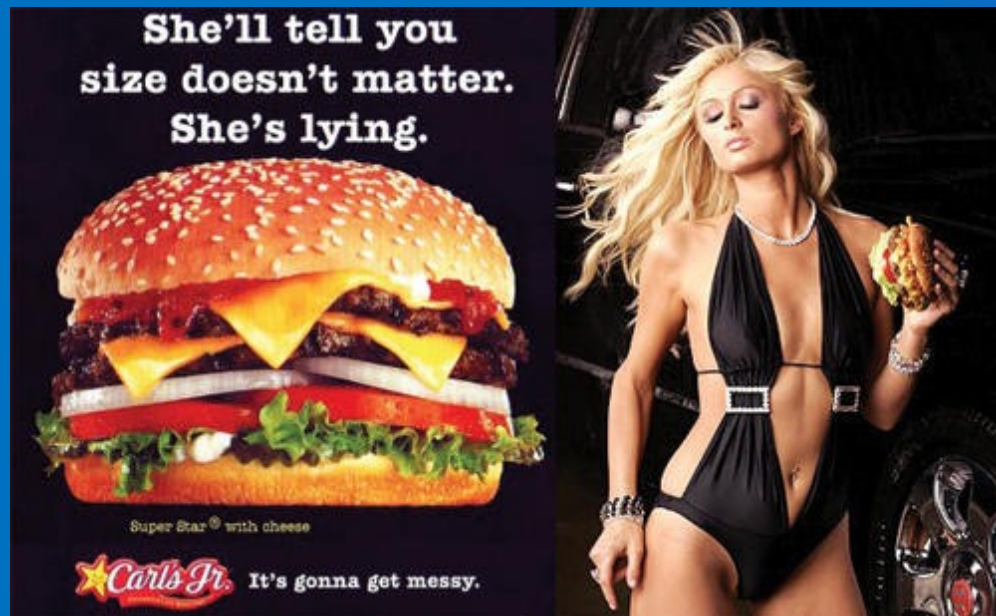
## The Superbowl 2018:

- ★ TV adverts different
- ★ Shift to story telling
- ★ Ethos of company
- ★ Most value driven
- ★ Vying for consumer \$\$\$
- ★ They could increase share of marketing by.....

## Demonstrate concern:

- ★ Environment
- ★ Inequality
- ★ Educational access
- ★ Women's rights
- ★ Families
- ★ LGBTQ+ issues

# Less of this.....





# More of.....

- ★ Family = accessibility for all members
- ★ Diversity = gender, race, disability, LGBTQ+
- ★ Storytelling = people and behind the scenes
- ★ Environment = sustainable events & aviation
- ★ Authenticity = recruitment, culture, leadership
- ★ Ethics = charity, giving, support for communities
- ★ Education = STEM, history, representation, outreach
- ★ Inspiration = future, technology, career opportunities



# We Need to Reposition Airshows as....

## The Multi-Million Euro Marketing Campaign for the Aviation and Aerospace industry

### ★ Why?

- ★ Huge shortfall in skills and interest in a career in aviation – we are needed!
- ★ In 2019 the Dell Technologies report said 85 per cent of the jobs that will exist in 2030 haven't even been invented yet.
- ★ Gen Z and Alpha – values and sustainability, they are twice as likely than baby boomers to make choices to reduce their environmental impact.

# British Air Displays Association Future Strategy Project

## ★ TWO Areas of Focus



**Airshows**



**BADA**

# BADA Purpose -> Key Messages

## ★ **Uniting the UK Air Display Industry:**

- ★ BADA brings together organisers, display acts, regulators, and enthusiasts, fostering a sense of community and collaboration.

## ★ **Protecting the Industry's Future:**

- ★ BADA is dedicated to safeguarding the UK air display scene from all threats, ensuring its long-term viability as well as promoting volunteering and mentoring opportunities.

## ★ **Knowledge and Support:**

- ★ BADA provides a wealth of expertise, support, information and training making it an indispensable industry resource.

## ★ **Advocacy and Influence:**

- ★ BADA actively lobbies for the industry's interests with government and regulatory bodies, ensuring its relevance and authority.

## ★ **Driving Innovation:**

- ★ BADA encourages innovation, inclusivity and sustainability and the sharing of best practices in the air display industry.



# Airshow Challenges

- ★ Safety Regulations and Regulatory/Policy Changes/SAG
- ★ Environmental Concerns – Both of events and aviation
- ★ Rising Costs – Infrastructure, costing of living staff
- ★ Skills Shortage – Permanent/Volunteer - COVID-19
- ★ Public Perception and Support – Value/Price and environmental
- ★ Weather Dependency and Reputation
- ★ Qualifying Economic Impact – income generation for local economy
- ★ Competition for Time and Money – Consumers/Sponsors
- ★ Aging Assets – People and Aircraft!





# Air Show Opportunities

- ★ **STEM:** Create effective STEM engagement programmes prior to and during the event and demonstrate the positive the impact of aviation/future tech.
- ★ **Sustainability:** Take a leading role in promoting and implementing environmentally sustainable practices within air displays and events.
- ★ **Youth Engagement:** Initiatives focused on engaging and mentoring younger individuals to help address the aging airshow workforce/volunteers.
- ★ **Marketing and Awareness:** Effective marketing and outreach to raise awareness of airshows 'mission and value' and 'myth busting' to attract new supporters.
- ★ **Innovation:** Showcasing future flight and aviation developments; SAF, eVTOLs, AI, UAVS/Drones, Hydrogen Electric, Contrail Management etc.
- ★ **Collaboration:** Building stronger partnerships within your local community, regulatory bodies, and other associations to expand reach, influence and income.





# But Remember the Most Important Word in Marketing.....



# Key Points

- ★ Change is upon us whether you like it or not
- ★ Understand your customer – now and future
- ★ How your customer is changing?
- ★ How are we going to react to this change?
- ★ What are the opportunities?
- ★ Look to the future – succession planning
- ★ Sustainability - green or ethic washing won't cut it!
- ★ Build partnerships and collaborations
- ★ Be the inspiration, and be seen as the inspiration for the aviators, scientists and engineers of the future...
- ★ They are the ones that are going to save aviation and keep us flying!



# Airshows: The Multi-Million Euro Marketing Campaign for the Aviation and Aerospace industry



THANK YOU

Questions?

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