

Speakers' Guide

EAA AirVenture Oshkosh 2009



Overview and Purpose

Every EAA employee and AirVenture volunteer is an ambassador of the organization. What we say (and how we say it) in our interactions with members, prospects, partners, and visitors will shape perceptions of EAA and AirVenture.

EAA, the organization, and AirVenture, the event, are so vast we'll be communicating on literally thousands of subjects. But every good communication effort should include a handful of core, theme-oriented messages — those concepts that leave a lasting impression.

What do we want all attendees to remember about EAA and AirVenture? Below is a bit of guidance.

“The World’s Greatest Aviation Celebration”

- If we want our guests, members, and visitors to remember just one thought as they depart from AirVenture this year (every year, for that matter), it's that they just attended “The World’s Greatest Aviation Celebration” and that they can't wait to return.
- 2009 highlights:
 - Stellar lineup of innovative aircraft and aviation presentations: the Airbus A380, Virgin Galactic Mothership “Eve,” US Airways Flight 1549 pilots, thousands of Warbirds and show planes.
 - Evening entertainment: The Doobie Brothers, Jeff Dunham, Theater in the Woods, Fly-In Theater.
 - The latest products and educational aviation-immersion activities: 800+ exhibits, 500+ forums, hands-on workshops.
 - Aviation's value: Fly4Life, AbleFlight, WomenVenture, Young Eagles.
 - Aviation's proud history: Founder's Wing, vintage aircraft, Canada's 100th anniversary of powered flight, air racing's 100th anniversary.
 - Family fun: upgraded conveniences and amenities, KidVenture.
- Changes to the convention grounds have brought improvements to infrastructure, navigation and transportation, conveniences, and amenities. EAA's multi-year AirVenture site enhancement program ensures that EAA AirVenture Oshkosh will be “The World’s Greatest Aviation Celebration” for years to come!

Oshkosh365 — A Way to Live the AirVenture Spirit Every Day!

- Oshkosh365 is an online resource and community to continue the “Oshkosh spirit” all year. Oshkosh365 was designed to connect people all across the globe who are passionate about aviation.
- Oshkosh365 provides access to exclusive features and content:
 - Functionality for posting pictures, participating in forums and message boards, and gathering in special-interest groups.
 - *EAA Sport Aviation magazine* — the digital edition — a week before your mailed copy.

What are the broad themes that our communications with members and AirVenture attendees should reinforce?

AirVenture's tagline, “The World's Greatest Aviation Celebration,” is the most salient message.

This year's incredible slate of features, attractions, presentations, and activities will make the 2009 convention another truly memorable event.

Enhancements to the AirVenture site are in keeping with the event's continued growth and world-class stature ... and its focus on the EAA members' experience.

It's a way to capture in the virtual world some of the special elements of community, enthusiasm, and participation that make AirVenture and EAA membership so rewarding.

- Personalized aviation news.
- Comprehensive aviation weather ... at a glance.
- More than 50 years of *EAA Sport Aviation* archives.
- The world's largest aviation events calendar.

Stand Up for GA!

- As a community of aviation enthusiasts, we have to “Stand Up for GA” and defend it against threats to our freedoms and privileges to participate in personal flight.
- General aviation is threatened on numerous fronts because it is misunderstood:
 - heavy-handed security measures,
 - attempts to impose user fees,
 - condemnation of personal and business aviation as “excess,”
 - local proposals to restrict GA activity,
 - underappreciated historical significance of Warbirds and Vintage aircraft,
 - underestimated commercial contributions from GA, and
 - lack of awareness of general aviation’s “good works.”
- The best way to confront these threats is to Stand Up for GA *together*. Our unified voice gives more power to EAA’s government relations efforts in Washington, D.C. and in state and local jurisdictions.
- EAA’s government relations group stands up for the EAA community by...
 - promoting the affordability, ease, and access of personal flight;
 - facilitating the regulatory environment for innovation; and
 - giving aviation enthusiasts a voice in Washington.
- Strength in numbers is key. Stand up for GA by renewing your EAA membership and getting your friends to join!

We face many threats to our participation. Let’s “Stand Up” and defend general aviation activities, which impart considerable value not only to the participants but also to society at large!