



# aviation EVENT

INFORMATION & NETWORKING

*Hub for the industry*







**Aviation-Event is the perfect open-dialogue platform for the aviation industry, for business people in all industries, as well as political leaders:**



neutral, non-partisan themes



participation is aimed at aviation industry corporations, as well as trade associations targeting the aviation industry: the event also enjoys a strong presence in business and trade media.



a very high social media presence (LinkedIn, Facebook) via its own channels (more than 20,000 subscribers), and through its exclusive influencers: with more than ten different nationalities and five languages, the services of these aviation professionals can be combined and customised for special purposes - moreover, a »dedicated« influencer is also possible.







»At the Aviation-Event, the entire industry gathers for an open dialogue. This is the place to discuss current industry topics and trends, and to move things forward - together.«

Michael Eggenschwiler,  
CEO Hamburg Airport







To date ..

- ✈ participants have included around 200 high-profile speakers and round-table discussion contributors, more than 1,000 attendees from the worlds of aviation, business and politics, and over 150 media representatives, making Aviation-Event an ideal gathering for both aviation industry experts and newcomers alike.
- ✈ Regular newsletters to 9,000 registered recipients in the defined target groups.
- ✈ Media relations across different print media (reach 460,750); online publications (reach 5,360,000+); Facebook (reach 20,000+); Twitter (reach 460,000+); Instagram (reach 165,000+)
- ✈ Aviation-Event's social media influencers have been known to attract up to 100,000 views on a single post

»The Aviation-Event was an excellent opportunity to exchange views and thoughts with all major stakeholders and decision-makers of the aviation community.«

Thomas Hofmann,  
COO Austro Control GmbH







### **Decision-makers from the aviation industry**

Renowned aviation industry business leaders have been meeting at Aviation-Event since 2008. These progressive thinkers and innovators, with their strong practical and theoretical backgrounds, come together on an annual basis to discuss current and future trends as well as growth strategies. It's all about questioning processes and seeing them from different perspectives in order to find the best practices for the aviation industry.

By using the social media channels of Aviation-Event, personalised access to all these decision-makers is now possible throughout the year.





»Airfreight is an exciting and growing industry! Digital technology is a huge opportunity to improve quality, efficiency and speed even further to the benefit of our customers and the global business community.«

Alexis von Hoensbroech,  
Lufthansa Cargo Board Member Product & Sales



### Networking at eye level

At Aviation-Event, which takes place at exclusively selected locations in Europe, participants can exchange views with prominent individuals from the aviation industry and politics. This means that, once per year, you have the opportunity to meet and chat with an esteemed group of aviation leaders in an almost private, personal atmosphere. Due to the Aviation-Event team's strong digital competence, and the high overall level of digitalisation of the event as a hub for the industry, the conference is able to offer full in-class and social media communication and networking.

### Interesting and lively panel discussions

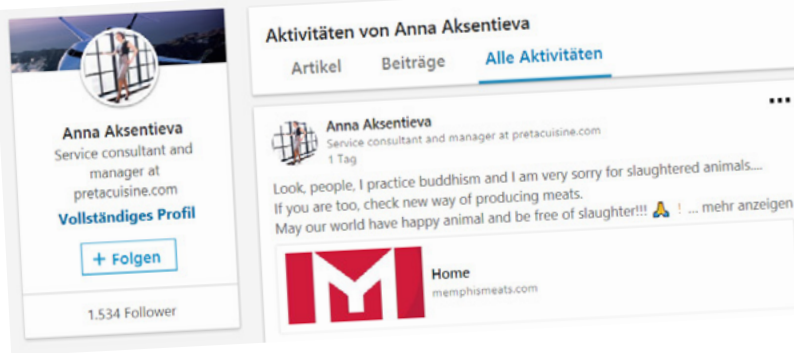
Trending and meaningful topics are discussed in the panel discussions during the conference. Aviation trends are analysed and evaluated in thought-provoking dialogue. What effects do changes in the

aviation industry have on the economy? Are there any synergies that can be used to shape a sustainable and positive future? An open and honest exchange of views encourages new ways of thinking.

### Special topics need »special« events

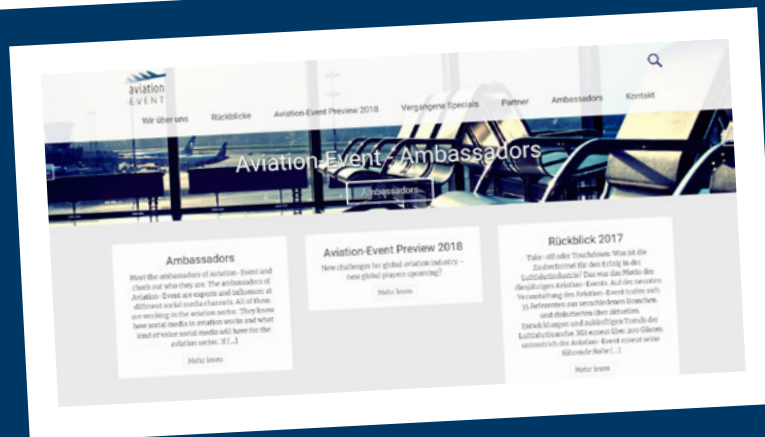
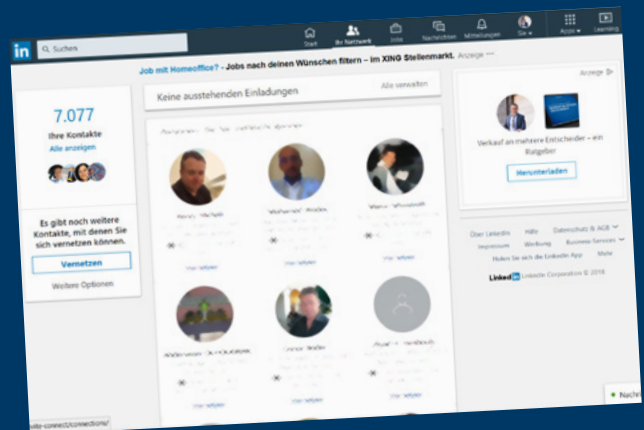
Aviation-Event »specials« are small conferences held during the year focusing on specific themes and discussing them with 30-60 participants. This small environment is mainly used by companies working in the aviation industry - or companies interested in the aviation market - to place topics in a small circle of participants and high-value speakers, in order to discuss specific problems, find the solutions, and connect with the right people from the aviation industry. The networking that takes place following the panel discussion is a highlight of each of these »specials«.





## Are you looking for global or regional social media support?

Our influencers are available for different geographical, cultural and language-based communication. We can combine several or all influencers in one campaign.



**NETWORKING.  
CONFERENCES.  
COMMUNICATION.**

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