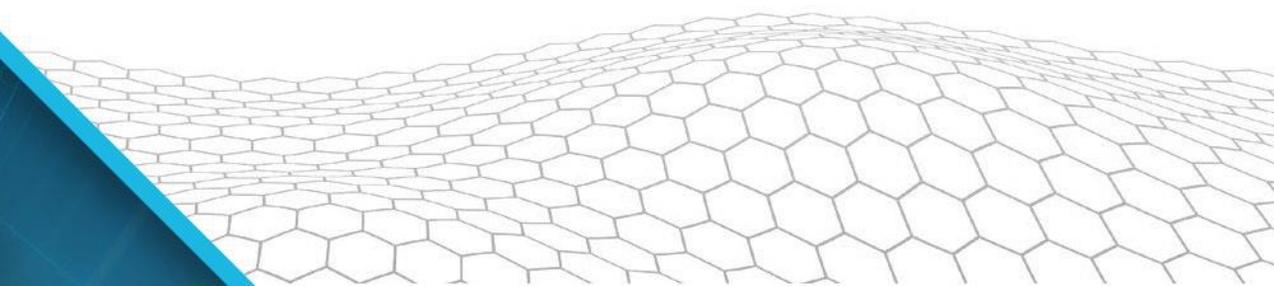




FlightGlobal Webinar Series

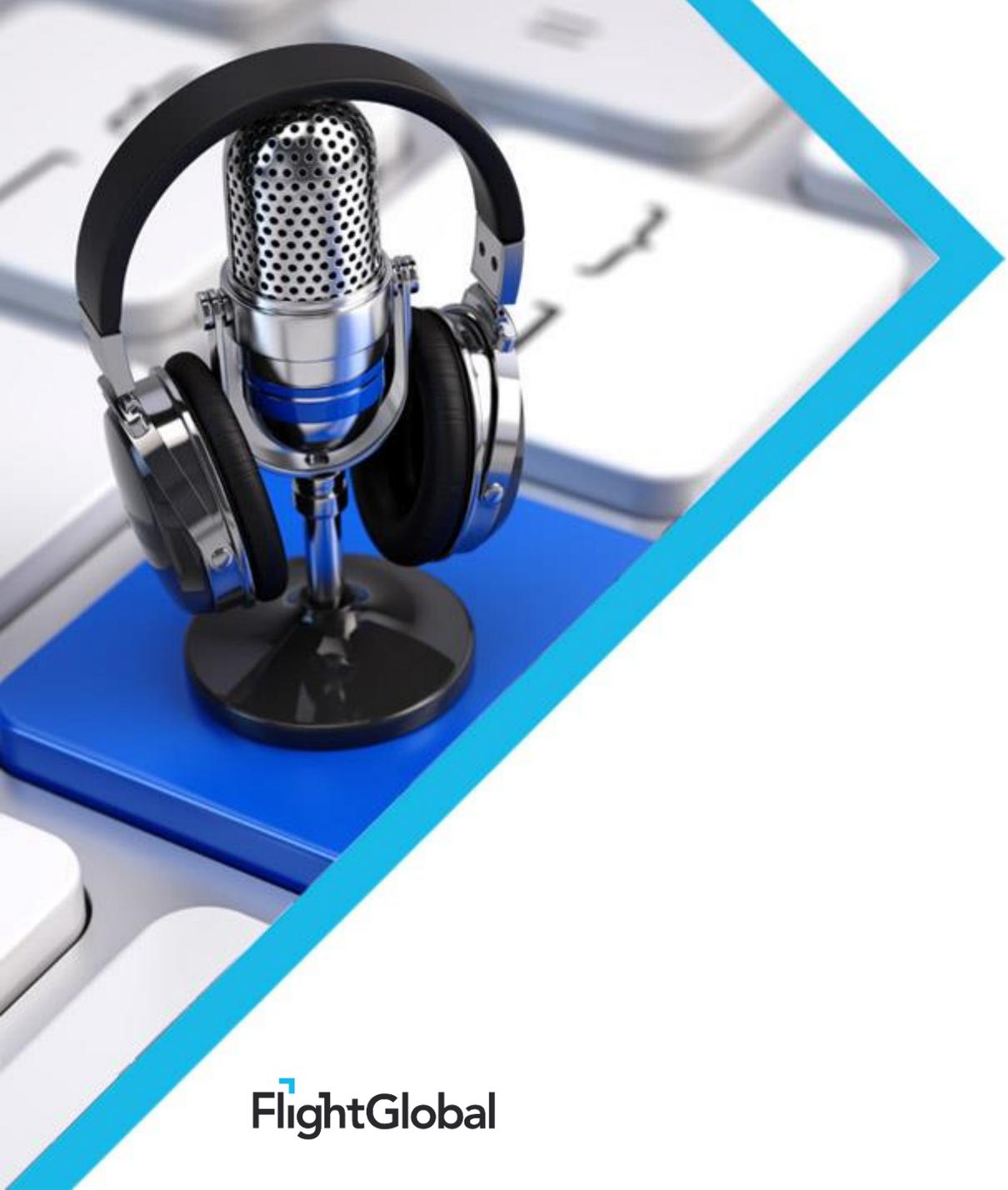




What Webinars Offer

- An ideal platform to promote a brand as a thought leader
- A direct lead generation mechanism
- Compelling content created by the FlightGlobal editorial team to ensure audience engagement
- FlightGlobal moderators and sector experts, ensuring editorial integrity and insight
- Discussion with an industry leader selected by FlightGlobal Editorial team to provide market views

FlightGlobal believes that OPPORTUNITY & BUSINESS can't be quarantined. If in-person meetings and social gatherings are off-limits now, we can still get work done!



How do they work?

These webinars are moderated and promoted by FlightGlobal to generate leads, increase brand awareness and allow thought leadership positioning.

The FlightGlobal editorial team will create a topic, relevant to your business on a key issue and can help with inviting industry leaders to join and debate.

Leads will be driven through our website, e-newsletters, and social media channels.

The webinar will be hosted on an external platform which people can navigate to directly, or through the FlightGlobal.com website.

Format

The standard format is to present live on an external webinar platform with all speakers dialling in over the phone or over web, with optional video. Depending on the topic, slideshows can also be used to bring the webinar to life.

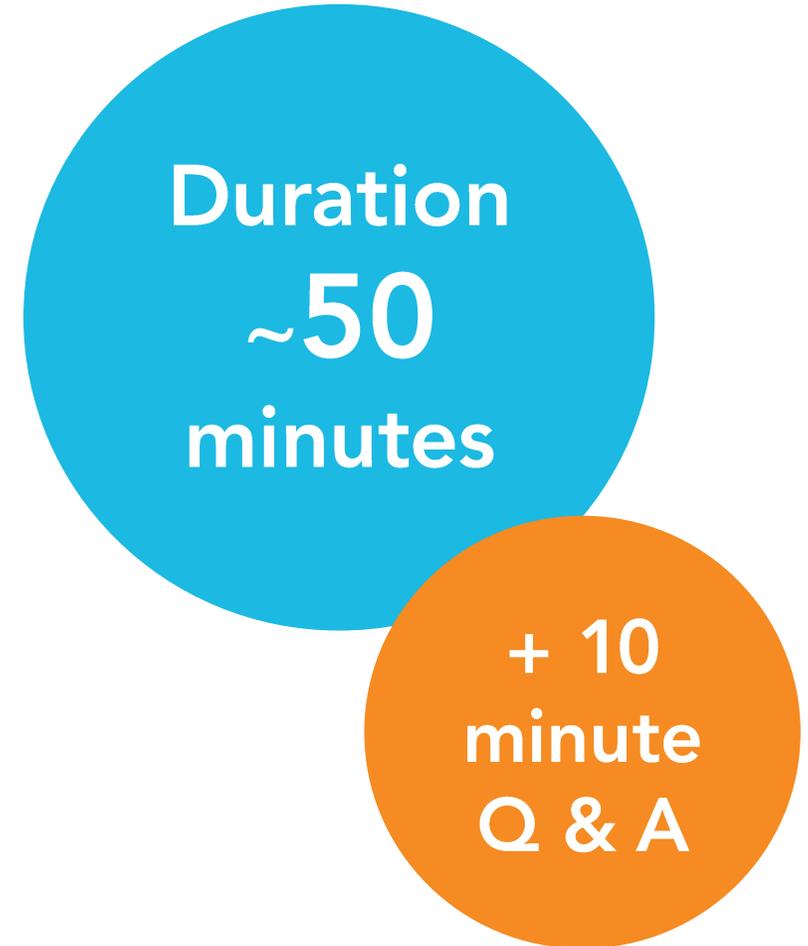
The duration would be approximately 50 minutes including a 10 minute live Q&A Session.

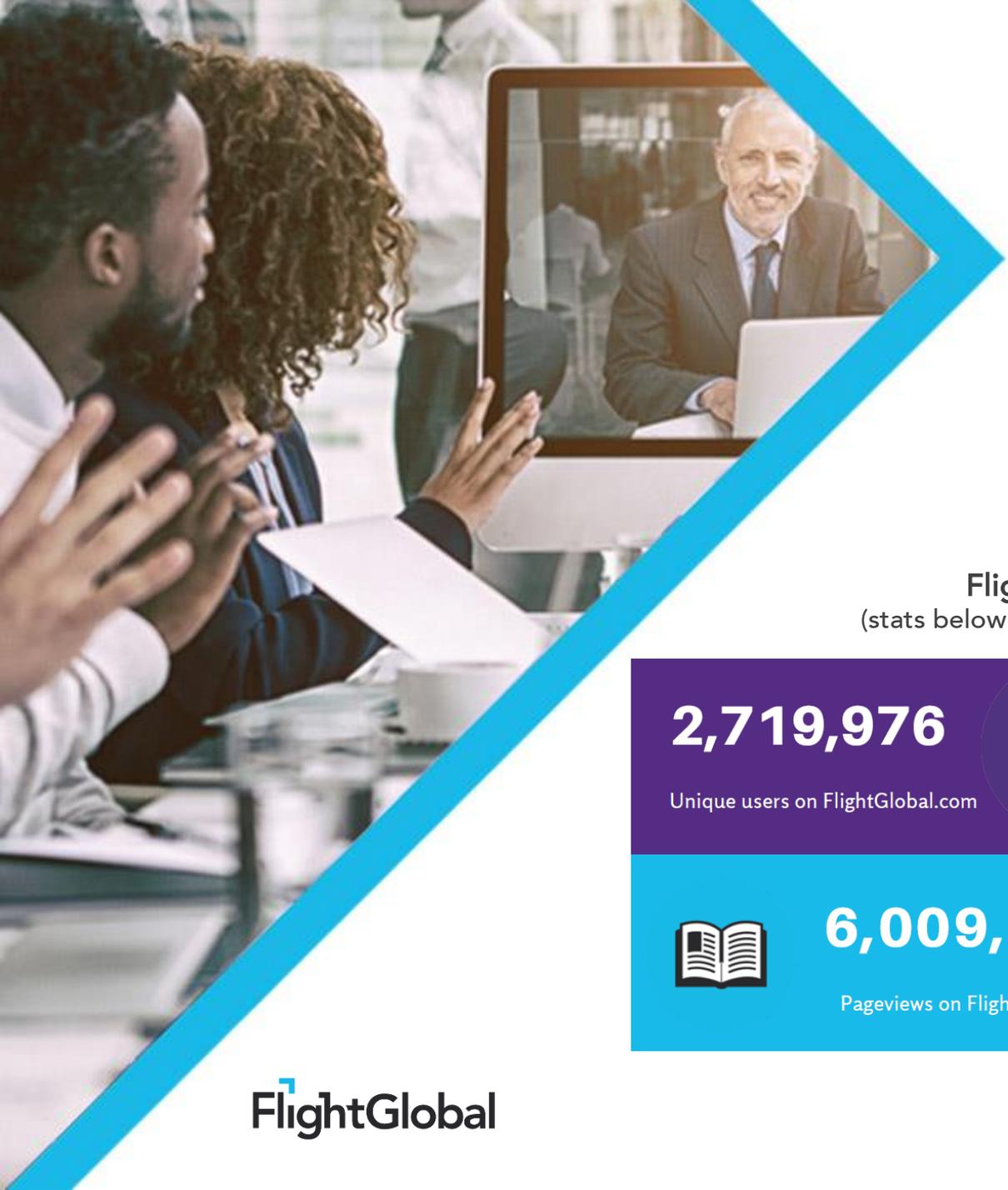
Speakers:

- 1) FlightGlobal Moderator
- 2) FlightGlobal Sector Expert speaker
- 3) Independent Industry Speaker (to be invited by FlightGlobal) or Sponsor Speaker (Gold Package only)

Webinar features

- Live Poll Questions and Q&A
- Opportunity to ask 2 live poll questions during the webinar with instant result
- All registrants offered opportunity to ask questions





Webinar promotion – flightglobal.com and social media

The webinar package includes 4-6 weeks promotional campaign across all of our media platforms to encourage registrations.

FlightGlobal.com
(stats below based on February 2020)



Social media
(stats below based on March 2020)

 **115,000+**

 **17,000+**

Webinar promotion – e-marketing campaigns

Reach **200,000+** aviation and aerospace professionals in these functions and more:





Post event

- Full analytics report will be provided post-event
- On-demand version to be available via FlightGlobal.com for those who were unable to join the live session
- Transcript of Q&A and poll results available for sponsor to analyse
- Attendee list to be provided to sponsor - additional cost may apply

Scheduled webinars

Thursday 26 March - 3pm GMT / 11am EST COVID-19: What hope for aviation and aerospace?

In a matter of weeks, the airline industry worldwide has been brought to its knees by the coronavirus, with carriers slashing schedules, thousands of aircraft grounded, staff furloughed, and airports empty of passengers. The knock-on effect on the aerospace industry has been equally cataclysmic, with Boeing - already rocked by the Max grounding - pushed to the brink of bankruptcy. Where does a devastated industry go from here?

In this one-hour webinar, we will discuss the impact of coronavirus for the aviation and aerospace sector including:

- How bad is this crisis and how much worse is it likely to get?
- What are the best survival strategies for airlines and aerospace manufacturers?
- What sort of industry will emerge from the other side?

Chaired by FlightGlobal: Head of Strategic Content, Murdo Morrison, the expert panel will include industry veteran Chris Tarry, Principal of CTAIRA and Richard Aboulafia, Vice President, Analysis, Teal Group in a lively discussion followed by questions from the audience.

Thursday 2 April - 3pm GMT / 10am EST Crisis management: Airline leaders

This may be the deepest crisis affecting the global airline industry in living memory, but it is by no means the first. From the recession of the early 1990s through the Asian economic crash and 9/11, and from SARS to the 2008 financial crisis, macro-economic shocks have been an occupational hazard for airline leaders. In each of these cases, major brands went to the wall and others survived, and the industry that emerged looked very different to previously. What lessons can history teach us?

In this one-hour webinar, we will discuss crisis management and leadership lessons learned with three former airline chiefs who steered their carriers through it and lived to tell the tale.

Chaired by FlightGlobal: Head of Strategic Content, Murdo Morrison and Max Kingsley-Jones, Executive Director of Content

Future webinars

➤ **Crisis management: Aerospace leaders**

Just a year ago, commercial aerospace's biggest challenge was ramping up for unprecedented demand. Now, following the impact of the coronavirus epidemic, in the wake of the Boeing Max grounding, the sector faces an unprecedented drop in orders and deliveries. Three veterans of the industry assess the impact of this crisis, what the industry must do now, and how this might affect its shape long term.

➤ **Network planning**

How are network planners handling a reduction in services that changes daily, and what strategies will win through when the industry begins to rebuild its route infrastructure?

➤ **Pilots and surviving the coronavirus crisis**

[interactive webinar promoted by Flight Jobs]

Most commercial pilots face months of uncertainty following the drastic and sudden groundings and downsizing of the airline sector. What rights do furloughed pilots have and what should they do to prepare for a return to work? What are the implications for their type currency, and how do they cope with the inevitable psychological issues? We have experts on hand to answer questions.

➤ **Finance**

The effect of the crisis on the leasing and aircraft finance industry.

➤ **Air cargo**

Joint webinar with Air Cargo News

As airlines dramatically scale back their passenger operations, what opportunities are there in the cargo market as freight forwarders cope with capacity challenges and e-commerce rises?

➤ **Business aviation**

How does business aviation ride out this crisis.

Future topic areas will also include:

- Sustainability
- Aerospace Big Data
- Passenger Experience
- Workforce

Contact us today



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