**AFRAA AVIATION SAFETY SUMMIT**

**Organizing a Flight Safety Conference requires careful planning, attention to detail, and effective communication.**

**1. DEFINE THE PURPOSE AND SCOPE**

- Before you begin organizing the conference, you need to determine its purpose and scope.

- Important questions:

What is the main objective of the conference?

Who are the target attendees?

What topics will be covered?

What is the expected outcome of the conference?

**2. VENUE AND DATE**

- You need to choose a venue and dates that are convenient and suitable for your attendees.

- Look for a venue that can accommodate the number of attendees you expect and offers suitable facilities and services for the conference, such as a conference room, catering services, etc.

- Also, consider the location's connectivity, accessibility, proximity to transportation, and accommodation options.

- Select a date for the conference that is convenient for the majority of participants (season, weather, etc.).

**3. SUPPORT FROM CAA AND/OR GOVERNMENT AUTHORITIES AND LOCAL AIRLINES (BY CONTRACT)**

- When choosing the venue for the event, a very important factor to be considered is the support of the local government, especially the CAA.

- You should also seek support from local airlines in terms of budgeting and/or issuing free tickets to staff/selected speakers.

- Any support must be formalized through a contract.

**4. SELECT A THIRD-PARTY TO PROVIDE ALL INFRAESTRUCTURE ON AFRAA BEHALF**

- Conference website: Create a dedicated conference website to promote the event, share information about the program and speakers, and allow attendees to register, to book hotel, and pay for the conference online.

- Registrations / payments / different fees: Set up a registration and payment system that allows attendees to sign up and pay for the conference online. Fees may vary depending on the organization: members, no-members, CAAs, Airports, etc.

- Marketing promotion: Develop a marketing strategy to promote the conference to potential attendees. Utilize various channels such as social media, e-mail campaigns, and targeted advertising to reach the target audience. Leverage existing networks, including AFRAA network, industry associations, aviation schools, and professional organizations, to expand your reach.

- Logistics: Plan and coordinate the logistics of the conference, such as transportation, accommodation, and catering services. Work with the hotel to ensure that attendees have a comfortable and enjoyable experience during the conference.

- On-site Support: Assign staff or volunteers to manage the registration desk, help with logistics, and assist attendees during the conference.

**5. BUDGET**

**-** Determine the budget for the conference, including expenses such as venue rental, catering, equipment, audio-visual, marketing, and promotional materials. Ensure that you have a clear understanding of your financial constraints and adjust the scope of the conference accordingly.

**-** ALTA does not pay for speakers and their tickets/hotel.

**6. SPONSORSHIP AND EXHIBITORS**

- Identify and invite companies and organizations to exhibit and sponsor the conference. This can provide additional revenue and enhance the conference experience for attendees.

**7. AGENDA AND SPEAKERS**

- Develop a program and agenda that outlines the conference's sessions, speakers, and activities. Ensure that the program is balanced, engaging, and informative. Allow enough time for attendees to network, ask questions, and share their experiences. Consider incorporating interactive sessions, panel discussions, and workshops.

- Select expert speakers and panelists who can speak on topics relevant to the conference's purpose and scope. Look for individuals with extensive knowledge and experience in aviation safety, regulatory issues, technology, and human factors. Inviting speakers from different backgrounds can provide a well-rounded perspective on the topics being discussed.

**8. EVALUATION AND FOLLOW-UP**

- Conduct a survey or feedback form after the conference to assess its effectiveness and gather insights for future events.

- Follow up with attendees, speakers, exhibitors, and sponsors to thank them for their participation and discuss any opportunities for collaboration in the future.

**9. FINAL REMARKS**

- The times of each activity are an extremely important factor in the execution of the project.

- The third-party selection process must be started at least 14 to 18 months before the conference.

- The venue must be selected and negotiated at least 12 months before the event (this includes the budget).

- The promotional launch of the event has to be at least 6 to 8 months before the event.