



AUSTRALIAN
AIRPORTS
ASSOCIATION

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WEBINAR SERIES

2020 PARTNERSHIP OPPORTUNITIES



AUSTRALIAN AIRPORTS ASSOCIATION

ABOUT THE AAA

The Australian Airports Association (AAA) is a non-profit organisation that was founded in 1982 in recognition of the need for one coherent, cohesive, consistent and vital voice for all aerodromes and airports across Australia.

The AAA now represents the interests of more than 340 airports and aerodromes Australia wide – from the local country community landing strip to major international gateway airports. There are a further 160 corporate members representing aviation stakeholders and organisations that provide goods and services to the airport sector.

The AAA facilitates co-operation among all member airports and their many and varied partners in Australian aviation, whilst contributing to an air transport system that is safe, secure, environmentally responsible and efficient for the benefit of all Australians and visitors.

The AAA is the leading advocate for appropriate national policy relating to airport activities and operates to ensure regular transport passengers, freight, and the community enjoy the full benefits of a progressive and sustainable airport industry.



The AAA offers several services to its members. These include:

- A unified voice when advocating for the sector to Government and other organisations;
- Advocacy on issues of concern at local and national levels;
- Opportunities to develop professional networks through our Division Meetings, Working Groups and events;
- Communication via e-newsletters and online members centre to inform members of the latest industry news;
- Professional development and networking opportunities at industry events; and
- A national awards program to recognise excellence.



AUSTRALIAN AIRPORTS ASSOCIATION AAA WEBINAR SERIES

The AAA Webinar Series is a free member only initiative that showcases topics that are relevant, insightful and current to the aviation industry and speakers who can educate, demonstrate or instruct members dependent on the topic being presented.

The AAA event program has changed significantly in 2020, due to the COVID-19 outbreak. Face to face events will not be taking place this year, so we have increased the number of webinars we are providing to members and will be hosting two webinars per month for the remainder of 2020. These webinars are between 30 minutes to an hour in duration, including question time.

Attendance of the webinars is dependent on the speaker and topic being presented and we often have upwards of 50 – 150 people attending at one time.

Members are encouraged to submit speaker and topic suggestions or ideas for future webinars. All webinars are recorded and available for members to view on demand via the AAA website.

Exclusive Networking Platform

During this current time, people are looking for new and innovative ways to expand their networks, collaborate and reach wider audiences.

The AAA Webinar Series provides an exclusive networking platform for attendees who have like-minded interests. People can interact via the live chat function and Q&A section of the webinar.

AUSTRALIAN AIRPORTS ASSOCIATION PARTNERSHIP BENEFITS

We are committed to helping both airport and corporate members showcase their technology, skills, products and services to our membership.

The AAA Webinar Series is the perfect platform to engage with and educate AAA members on what you have to offer.

As a AAA Webinar Series partner you will gain brand exposure, be recognised as a supporting partner and will receive recognition as an industry leader dedicated to providing education and information to our members. Your brand will be visible throughout the lifecycle of the webinar and will continue to be promoted as and when people watch the on-demand webinar series that is housed on the AAA website.

Benefits to you include:



Access to Australia
wide attendees



Engage, educate,
share and interact



Become an industry
influencer



Reach new
audiences



Facilitate
conversations



Achieve greater
reach via on-demand
webinar content

AUSTRALIAN AIRPORTS ASSOCIATION PARTNERSHIP OPPORTUNITIES

Limited to one
per calendar year

Webinar Series Partner

\$3000 ex GST

- ✓ Your logo included on all marketing and social media material
- ✓ Verbal recognition during the webinar as the Webinar Series Partner
- ✓ Your logo featured on the webinar PowerPoint holding slides at the beginning and end of the webinar
- ✓ Opportunity to present a one-minute welcome or thank you to attendees at each webinar
- ✓ Your logo on all post-event material
- ✓ Your logo included on the Webinar Series webpage with a direct link to your website
- ✓ Your logo and link to company website included on all on-demand webinars
- ✓ List of attendee registration list including name and company

Limited to two
per webinar

Individual Webinar Partner

\$750 ex GST

- ✓ Your logo included on all marketing and social media material
- ✓ Verbal recognition during the webinar as the Individual Webinar Partner
- ✓ Your logo featured on the webinar PowerPoint holding slides at the beginning and end of the webinar
- ✓ Your logo and link to company website included on the on-demand webinar of the individual webinar you partnered

If you wish to become a webinar partner please contact

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