



# THE ANNUAL REPORT

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2020

IRISH AVIATION STUDENTS' ASSOCIATION  
ANNUAL REPORT 2020

The tail fin of a white aircraft is visible on the left side of the image, set against a clear blue sky. The IASA logo, featuring a stylized wing above the letters 'IASA', is printed in dark blue on the white surface of the tail fin.

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## CHAIRPERSON'S NOTE

2020 was a year of unpredictability, heartache, and struggle, yet IASA pushed through. The beginning of the year was busy, with a Career Slingshot successfully hosted in the IAA, Dublin and Junior Aviation Networking events planned for Cork and Limerick. But that all changed rapidly as COVID-19 took the world by storm and forced IASA to rethink the year's plans. With our entire committee studying from home, and new members adapting to IASA life, IASA moved online!

2020 saw an adaptable committee strive in a world of online learning and online living. Our COVID-19 interview saw thousands of worried aviation enthusiasts tune in to listen to industry professionals such as British Airways Chief Executive provide a positive outlook on the aviation industry.

Our fundraiser for the Irish Community Rapid Response along with our mask up campaign received tremendous support from all involved in aviation, whilst our #seeuintheskies campaign proved crucial in maintaining positivity. Our first online events, an online sponsor's fair and part 1 of our diversity and inclusion panel, put IASA on the map for attendees in the United States, Canada and many more. With an integrated membership platform in the works, IASA's online presence has room for growth and improvements, and the entire committee remain committed to making these improvements in the coming years.

2021 will see IASA remain adaptable to the current pandemic, whilst slowly returning to physical events. The hybrid Symposium will be live streamed to a global audience for the first time in IASA's history, and other online events will allow our reach to continue to grow. With vaccinations ramping up, the latter half of the year will hopefully allow IASA to host in person JANs with limited capacity and return to schools to continue to promote aviation and courses in Ireland. A continuing project to introduce a transition year aviation course to secondary schools will take centre stage in IASA's growth throughout 2021 and 2022.

I, along with each and every one of my fellow Committee members, wholeheartedly believe in IASA's mission of bridging the gap between students and the aviation industry whilst Empowering the Next Generation of Aviation Professionals. IASA is here to support students and industry. Aviation is facing one of its toughest periods possibly ever, but those working in this industry are proving that this industry is flexible, adaptable and will bounce back. Passengers will once again be able to soar the skies and enjoy their holidays.

I would like to thank all Committee members, Non-Executive Committee members, and Industry Advisory Committee members for their work, guidance and support. Especially, to all our sponsors who has been tremendously supportive and helpful in 2020. Despite personal challenges and adjustments in each of our lives, the IASA commitment is present now more than ever.

We look forward to continuing our work over the next 12 months and developing new initiatives along the way.

Daniel Tetis

Chairperson



# FINANCE

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Product	Price	Total		
		2017	2018	2019
T0001 RICE	120	1200	1320	1440
T0002 PORK	100	650	750	850
T0003 CORN	85	850	900	700
T0004 PEANUT	150	300	600	900
T0005 CHICKEN	100	2000	2500	2800
T0006 COCONUT	150	600	750	900
T0007 MANGO	70	700	840	770







## TREASURER'S NOTE

For the year ended 28 February 2021, the Irish Aviation Students' Association (IASA) has benefitted from the continued support of our existing sponsors and new partners.

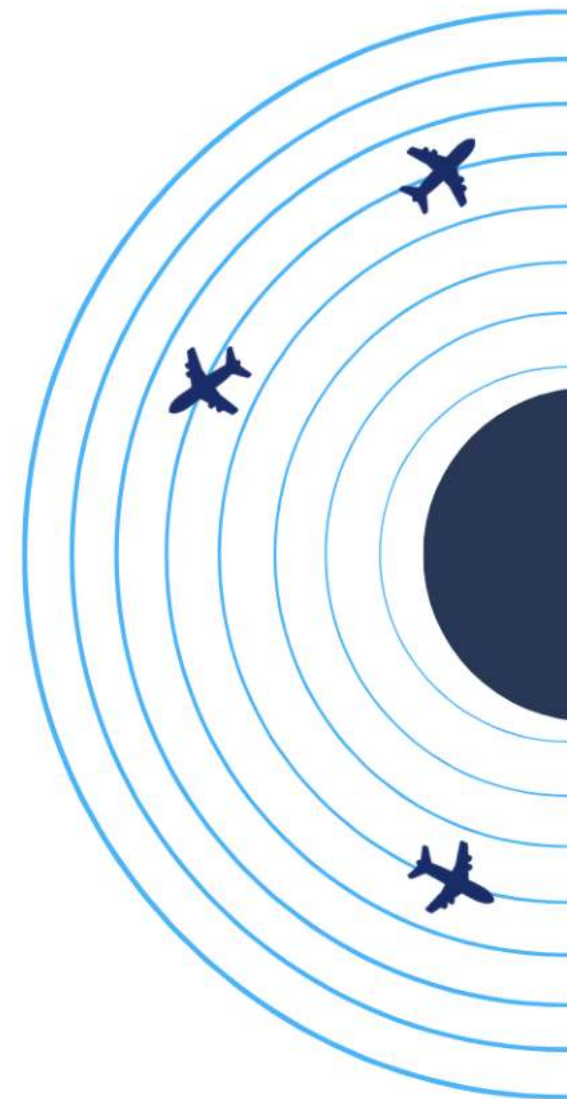
The main driver of IASA's success continues to be a motivated committee whereby collectively through their efforts demonstrate to the industry the need for a greater student-industry connection for the next generation of aviation talent.

Notably, IASA did not collect sponsorship for the year in support of our sponsors during Covid-19. IASA has placed a focus on expanding partnerships with Universities, Flight schools and aviation groups for the benefit of our members.

In the absence of in-person events, IASA has broadened its online presence through the YouTube Interview Series, the IASA Podcast and the Virtual Annual Symposium among others. Furthermore, significant investment in the re-development of the website and a membership platform will allow the IASA community to grow and be more connected.

Financially, the Association is in a strong position going into the 2021/2022 year. As in-person events return, the focus of the coming year will be to hold Junior Aviation Networking and other events. With the financial support of our sponsors, the Association will be able to increase our presence to both existing and new members, building on the strong platform for growth that has been established.

We continue to analyse all expenditure to maximise the benefit for all stakeholders. We will take further advantage of digital technologies to reduce travel and printing costs and to reach new audiences.



# THE TEAM

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## MANAGEMENT COMMITTEE



**Daniel Tetis**  
*Chairperson*



**Kate Iarajuli**  
*Secretary*



**Colin McNelis**  
*Treasurer*



**Sean Grandon**  
*Head of Marketing*



**Aaron Jones**  
*Head of Engagement*





# COMMITTEE MEMBERS



**Josh Reynolds**  
*Student Engagement  
Coordinator*



**Eoghan Whelan**  
*Industry Engagement  
Coordinator*



**Elizabeth Shields**  
*Marketing Officer*



**Michéal Sharkey**  
*Marketing Officer*



**Solomon Obadimu**  
*Engagement Officer*



**Kieran O'Leary**  
*Engagement Officer*



**Callum Winship**  
*Engagement Officer*



**Hatem Abnoun**  
*IT Officer*



**Eoghan Tonra**  
*Engagement Officer*



**Molly Smith**  
*Marketing Officer*



**Brian Kenna**  
*Marketing Officer*



**Stephen Daly**  
*Engagement Officer*



**Matthew Gordon**  
*Marketing Officer*



**Patrick O'Reilly**  
*Engagement Officer*



**Leah O'Hanlon**  
*Engagement Officer*



**Omar Salem**  
*Engagement Officer*



**Aislinn Dooley**  
*Engagement Officer*

IRISH AVIATION STUDENTS' ASSOCIATION





## NON-EXECUTIVE COMMITTEE



**Bridget Corry**  
*Chairperson*  
2017-2018



**Gareth Lau**  
*Chairperson*  
2018-2019



**Cian McHugh**  
*Secretary*  
2018-2019



**Yvonne Thompson**  
*Aviation Finance Leader,*  
*PwC Ireland*



**Joe O'Mara**  
*Head of Aviation Finance &*  
*Leasing, KPMG Ireland*



**Andy O'Shea**  
*CEO, The Airline Pilot Club*



**David Swan**  
*COO, SMBC*  
*Aviation Capital*



**Susan Bradford**  
*CHRO, DAE Capital*



**John Drysdale**  
*Business Development*  
*Manager, Shannon IASC*



**Andrew MacIntyre**  
*Adjunct Professor, DCU*



**John McCormack**  
*Head of Aviation Finance*  
*Assurance, EY*





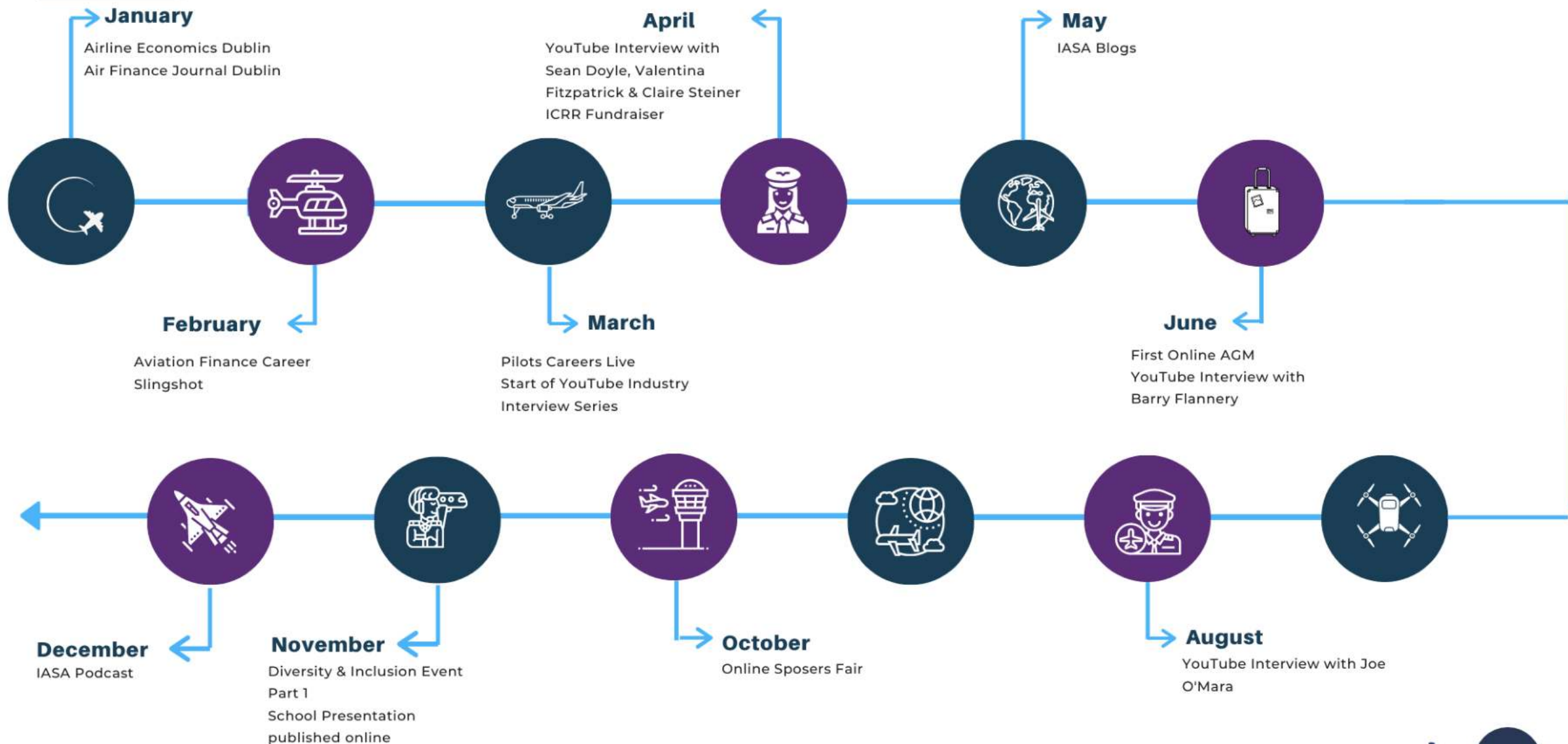
# INDUSTRY ENGAGEMENT

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# TIMELINE



The companies listed below have been involved with IASA over the last 12 months through sponsorship, speaking at events, offering support and guidance or offering benefits in kind to help with the development of IASA.







# STUDENT ENGAGEMENT

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# STUDENT ENGAGEMENT

## STUDENT HANDBOOK

Our 'Student Handbook' is the best resource for information regarding aviation education and career opportunities in Ireland. Inside, this booklet we showcase a broad range of lists, most containing aviation courses within Ireland, some established graduate programs and other aviation opportunities such as; apprenticeships, cadetships, etc. Throughout 2020, we have continuously updated this booklet containing new updated information such as CAO points to more extensive career opportunities within our niche industry. Due to COVID-19 we couldn't hand out these booklets at out in person events and school talks. Therefore, we emailed a copy to over 700 schools across Ireland.

## MONTHLY NEWSLETTER

Our monthly newsletter has continued to provide our subscribers with updates on industry employment opportunities. It includes internship and graduate opportunities as well as topical aviation news.





# SCHOOL PRESENTATION



- Due to Covid-19, this year we could not visit schools across Ireland to encourage young students to pursue a career in Aviation. We adapted well to this and decided to record our school presentation and make it available on YouTube for all to see.
- A link to the video was also sent to over 700 schools across Ireland.





## CAREER SLINGSHOT

- In February 2020 prior to the pandemic, we hosted an Aviation Finance Career Slingshot In the IAA Dublin. The event included presentations and discussions from the leading finance companies in the world. We were honoured to welcome Séamus Feeney from EY Ireland, Clare O'Regan from PWC, Eamon Smith from KPMG and Patrick Blaney from UCD Smurfit as the moderator. We welcomed students from across Ireland with a keen interest in Aviation Finance.





# CAREER SLINGSHOT





Career Slingshot Series

## AVIATION FINANCE

13th of February | IAA Dublin

**SPEAKERS**



Claire O'Regan





Seamus Feeney





Eamonn Smith



**MODERATOR**

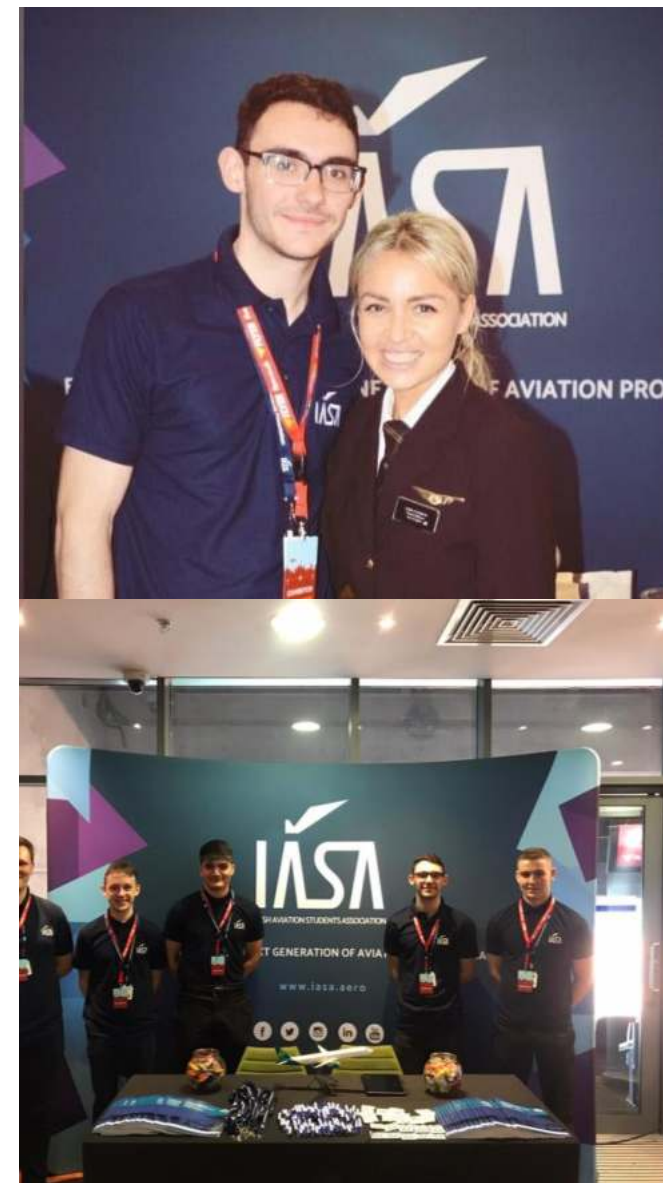


Patrick Blaney



## PILOTS CAREERS LIVE

- The Pilot Careers Live event gives attendees the perfect opportunity to discover and learn more about the exciting career paths to become a pilot.
- This is IASA's fifth time exhibiting at this event in Croke Park, Dublin. The IASA team provide useful information and guidance on careers within the industry as a whole. This means those unsure of which route they wish to take within aviation can learn more about the different options available to them such as universities offering aviation degrees, air traffic control, aviation apprenticeships and aero engineering to help you to kickstart your career in the aviation industry.
- This year the event was different to previous years as it was in the week prior to the country going into lockdown. There was no hand shaking and numbers into the event at one time were limited.





## IASA SPONSORS FAIR

- In October 2020 we hosted our first online event. Our sponsors fair was a great success and was the founding of the many other online events we have hosted since. The team had to adapt to the logistics of running an event through Microsoft Teams, which could be difficult at times.

### ONLINE SPONSORS FAIR: AGENDA

Introduction - IASA
Claire Steiner, ITT
Conor Hoey, ARUP
Murrae Ross-Eskell, ISTAT Foundation
Patrick Blaney, UCD Smurfit School
Competition Announcement - IASA
Aoife Hafner, SMBC Aviation Capital
Clare O' Regan, PwC Ireland
Owen Byrne & Niall Duggan, CAE Parc Aviation
Pio Fenton, CIT
Barry O'Keeffe, DAE Capital
Andrew McIntrye, DCU
Claire Waters, KPMG



## DIVERSITY & INCLUSION PART 1

- In November we hosted part one of our diversity and inclusion series online. It discussed the importance of inclusivity in the aviation industry and the things that we can do better to foster the diversity of the next generation of aviation professionals.





### DIVERSITY & INCLUSION

Pathways to Inclusion: Fostering Diversity for the Next Generation of Aviation Professionals

#### PANELISTS

**MODERATOR**



AMELIA ANDERSON






LISA LYONS




MOLLY SMITH




ADAM HARRIS




PAUL HANOUNIK



19/11/2020



16:00pm





# MARKETING

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## Traffic Sources Overview



■ Direct Traffic  
3,097.00 (40.49%)  
■ Search Engines  
2,910.00 (38.04%)  
■ Referring Sites  
1,642.00 (21.47%)

## Visitors Overview



## 2020 OVERVIEW

- Despite the turbulent year, 2020 was yet another successful year for IASA.
- Our social media and online presence has continued to grow across all of our platforms. Instagram and LinkedIn have become our 2 main channels from a marketing and online engagement perspective.
- The Student Engagement, Marketing & IT teams have continued to work together on a number of projects such as our monthly newsletter which has maintained an average open rate of 50% as well as the introduction of our new podcast series which replaced our blogs.
- This new venture was a huge success as we noticed that consumer behavior had shifted, as a result of covid-19 restrictions, from indoor activities where reading is preferred to outdoor activities where aural learning is preferred.

- As well as this, we have updated the website and introduced a membership platform where students will be able to access tailored content and discounts from partner organizations such as Pooleys.
- Our marketing team grew from 2 at the end of 2019 to 6 in December 2020 as well as our IT team which increased from 1 to 2 in the same period.
- In October, the previous head of marketing stepped down and I took the role, in line with the introduction of the new management committee.

## 2021 GOALS

- Increase our following and audience on social media by 30% across all channels.
- Incorporate a more streamlined social media management system to improve the efficiency of our content creation and distribution.
- Continue to market IASA as the point of contact between students and the aviation industry which will enable us to meet our overall target of empowering the next generation of aviation professionals.

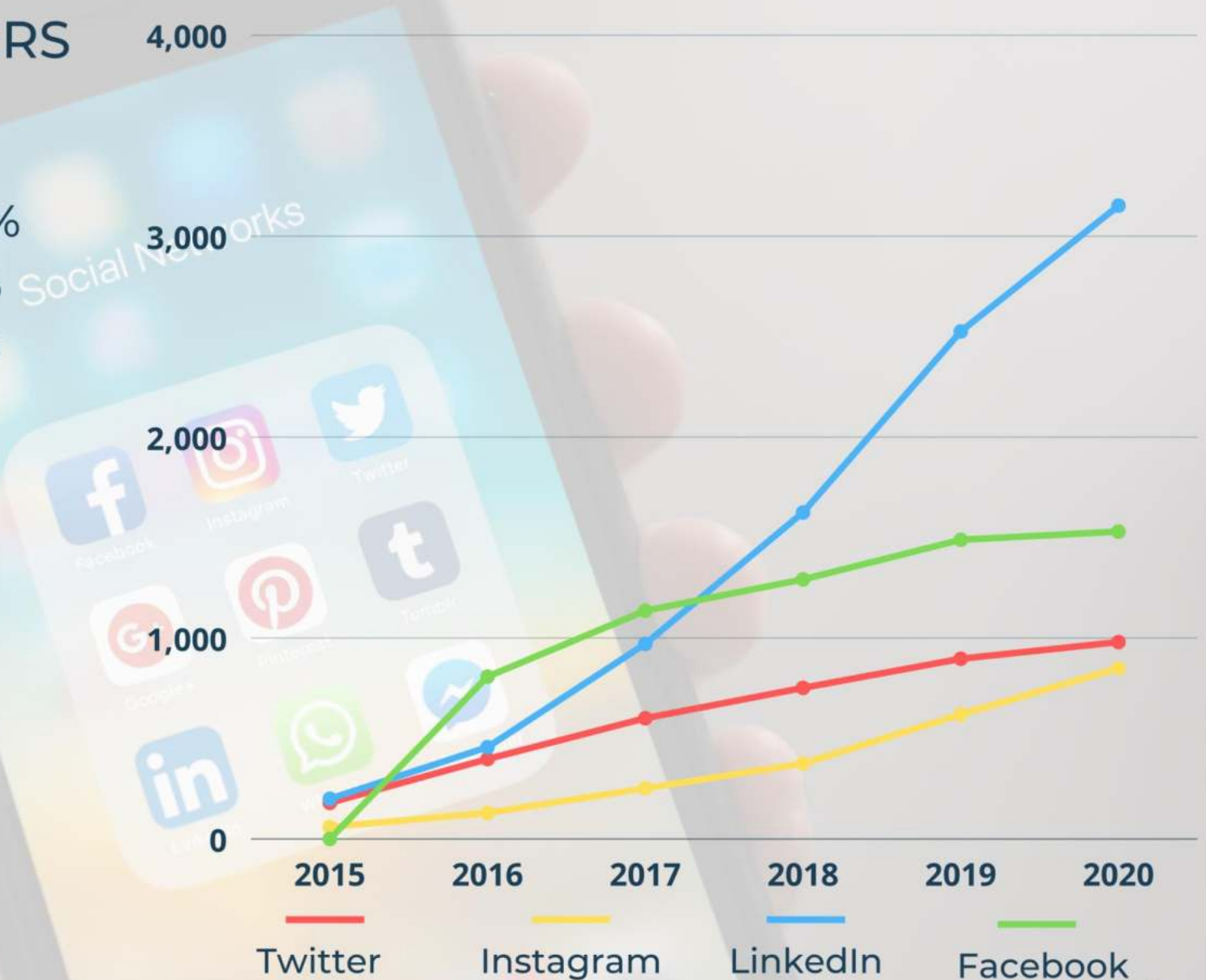


## SOCIAL MEDIA:FOLLOWERS

- Twitter has grown by 9%
- Instagram has grown by 37%
- LinkedIn has grown by 25%
- Facebook has grown by 3%

Despite the promising increases on our Instagram, LinkedIn and to a lesser extent, Twitter platforms, the marginal increase and plateau on our Facebook audience highlight the decreasing popularity of the platform amongst students.

In the coming year, we may discontinue our use of Facebook as we would like to stay relevant to our audience and focus on growing our other platform audiences.



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# Aviation Finance Career Slingshot

## February 2020

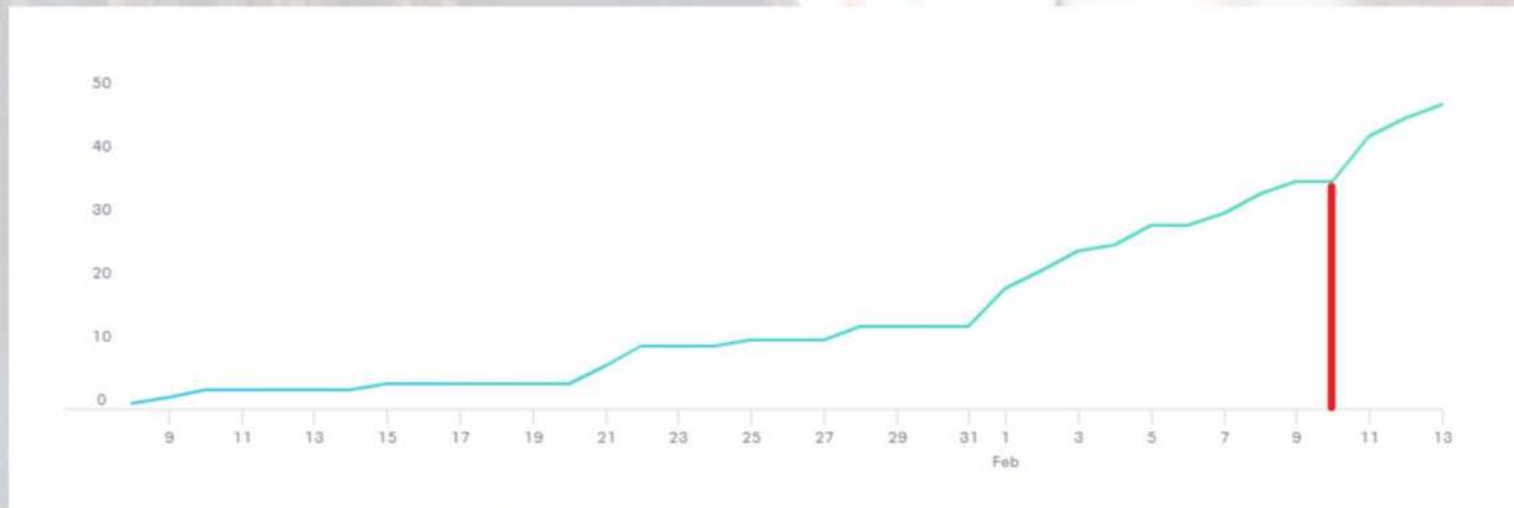
### Actions taken to promote the event:

Active promotional campaign across all platforms

Direct emails to a number of universities and other third level institutions across the country which included our graphics and captions so that it could be promoted to their respective student populations.

An article, written by one of our marketing officers was also printed in the UCC Express and on uploaded to their website. (Promoted on the 10th of February, spike indicated by red line)

### Ticket Sales





## ONLINE SPONSOR FAIR

Actions taken to promote the event:

- Active promotional campaign across all platforms-scheduled on a weekly basis.
- Direct emails to a number of universities and other third level institutions across the country which included our graphics and captions so that it could be promoted to their respective student populations.
- We also ran a simulator voucher competition, courtesy of Simtech which resulted in an increase in interest and subsequent sign-ups.

## DIVERSITY & INCLUSION: PART 1

Actions taken to promote the event:

- Promotional campaign across all of our social media platforms, in the form of posts to our existing followers as well implementing advertising on Facebook and Instagram which resulted in over 20,000 impressions across both platforms.
- Direct emails to a number of universities and other third level institutions across the country which included our graphics and captions so that it could be promoted to their respective student populations.
- We also advertised the event in our newsletter which increased our reach by around 450.





# ONLINE SPONSORS FAIR

## Evaluation

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### ONLINE SPONSORS FAIR



FAIR PRIZE: SIMTECH VOUCHER

Date: 14th October 2020

Time: 11:00



ARUP

CAE Parc Aviation

DAE  
Dubai Aerospace Enterprise

KPMG

pwc

SMBC  
AVIATION  
CAPITAL

the ISTAT foundation

CIT  
CORK INSTITUTE OF  
TECHNOLOGY

DCU

UCD  
UCD Michael Smurfit  
Graduate Business School

INSTITUTE OF  
Travel & Tourism

#### ONLINE SPONSORS FAIR: AGENDA

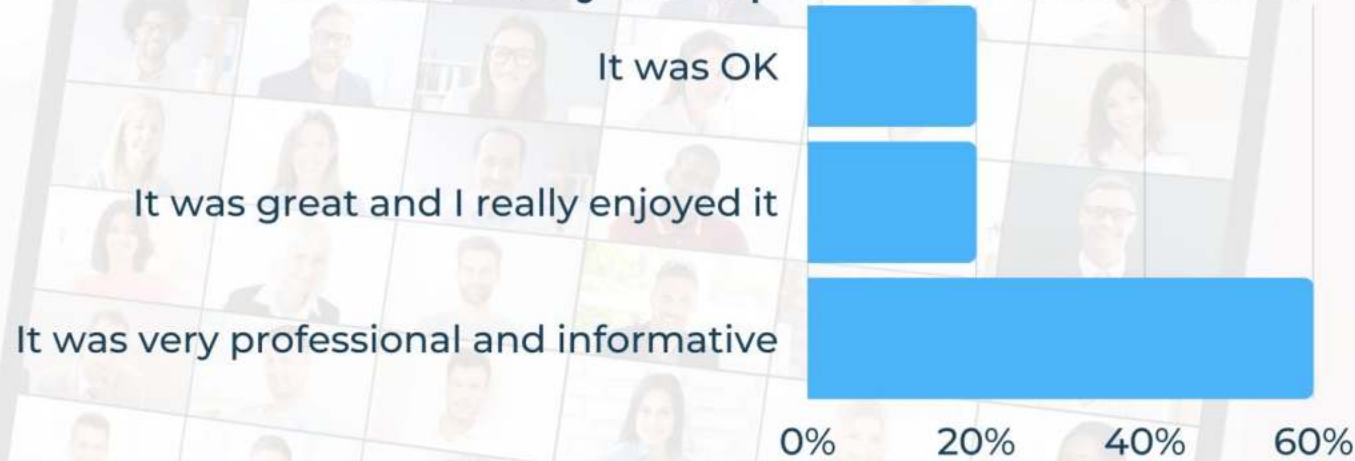
11:00-11:10	Introduction - IASA
11:10-11:20	Claire Steiner, ITT
11:20-11:40	Conor Hoey, ARUP
11:40-12:00	Murrae Ross-Eskell, ISTAT Foundation
12:00-12:20	Patrick Blaney, UCD Smurfit School
12:20-12:30	Competition Announcement - IASA
12:30-12:50	Aoife Hafner, SMBC Aviation Capital
12:50-13:10	Clare O' Regan, PwC Ireland
13:10-13:30	Owen Byrne & Niall Duggan, CAE Parc Aviation
13:30-13:50	Pio Fenton, CIT
13:50-14:10	Barry O'Keeffe, DAE Capital
14:10-14:30	Andrew McIntyre, DCU
14:30-14:50	Claire Waters, KPMG





## WE CONDUCTED RESEARCH AFTER THE EVENT TO FIND OUT WHAT ATTENDEES THOUGHT OF OUR FIRST EVER ONLINE EVENT:

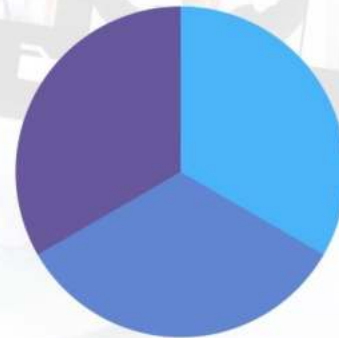
### What was your opinion on our event?



Additionally, 33% of respondents did not follow us on social media & 66% found that the time allocation for speakers was suffice.

### How did you hear about the event?

A friend or colleague told me about it by word of mouth.  
33.3%



On your Social Media pages because I follow your accounts  
33.3%

I saw it on Social Media because a friend or colleague shared it.  
33.3%

# GOING FORWARD 2021

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## Goals

- Create a new membership platform embedded within our website which will provide students to keep up-to date with our sponsor's information and find out about opportunities within the industry.
- Create a school project targeting transition year students, acting as an introductory course into the aviation industry.
- Continue to bridge the gap between students and industry despite restrictions, by providing online events and other means of networking.
- Re-establish links in Northern Ireland for a return to in person events.

## Engagement

- Host our Symposium virtually due to COVID-19 restrictions.
- Connect with more schools and colleges and provide our virtual presentation as a guide for students.
- Connect second level students through competitions.
- Reschedule Cork and Limerick JANs and Belfast's slingshot.

## Marketing

- Grow our current platforms.
- Create an alternative information piece to our current blogs which will act as a quick guide.





# APPENDICES

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IRISH AVIATION STUDENTS' ASSOCIATION  
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## Key Contacts in Relation to this Report

### **Daniel Tetis**

Chairperson

E: [daniel.tetis@iasa.aero](mailto:daniel.tetis@iasa.aero)

### **Colin McNelis**

Treasurer

E: [colin.mcneilis@iasa.aero](mailto:colin.mcneilis@iasa.aero)

### **Aaron Jones**

Head of Engagement

E: [aaron.jones@iasa.aero](mailto:aaron.jones@iasa.aero)

### **Kate Iarajuli**

Secretary

E: [kate.iarajuli@iasa.aero](mailto:kate.iarajuli@iasa.aero)

### **Sean Grandon**

Head of Marketing

E: [sean.grandon@iasa.aero](mailto:sean.grandon@iasa.aero)

# Contact us

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 [info@iasa.aero](mailto:info@iasa.aero)