



# THE ANNUAL REPORT

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[www.iasa.aero](http://www.iasa.aero) | [info@iasa.aero](mailto:info@iasa.aero)

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# CHAIRPERSON'S NOTE

IRISH AVIATION STUDENTS' ASSOCIATION

## CHAIRPERSON'S NOTE



2019 saw a year of expansion for IASA. Having built strong roots in the Dublin region, IASA recognised the need to host events outside of the capital, choosing Shannon as the location to start this expansion. IASA's third Career Slingshot in the IAA in Shannon allowed a new market of students to bridge the gap with their local industry and interact with fellow aviation passionate students, followed shortly after by the recruitment of a small, enthusiastic team of students from Cork and Limerick to undertake IASA's mission further afield.

2019 was a highly successful year for IASA. Our second Career Expo was supported by 33 fantastic exhibitors and nearly 750 attendees. Our Symposium, along with our Junior Aviation Networking event in Dublin, were highly successful events, thanks to the incredible support of our sponsors and other industry members. As always, there is room for progress and improvements for all of our future events.

2020 will be another year of expansion, continuing to grow and achieve our goals of promoting aviation in Ireland by

hosting our first event in Northern Ireland, hosting networking events in Cork and Limerick, continuing our successful Career Expo and endorsing this incredible industry in schools and Universities throughout the country.

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 once again proving that during difficult times if we all pull together, we can get through anything.

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 have been tremendously supportive and helpful in 2019.

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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Investment	Investment Value at Year end
339 970	424 963
56 969	446 211
817	468 522
58	491 948
6	516 545
373 967	542 372
804 029	569 491
1 296 731	600 000
1 859 317	630 000
2 499 808	660 000
3 227 076	690 000
4 050 935	720 000
R 28 331	750 000

Start at monthly

# TREASURERS' NOTE

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For the year ended 28 February 2020, the Irish Aviation Students' Association (IASA) has benefitted financially from repeat sponsors, new sponsors and sale of Career Expo Stands.

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 has continued to garner the trust and support from inaugural sponsors while also expanding our reach to new support within the educational and engineering sector. This year IASA added two new sponsorship platforms due to increased demand for a more tailored product. We successfully added four sponsors and hope to develop these sponsorship platforms going forward.

Financially, the Association is in a strong position going into the 2020/2021 year. Due to the effects of COVID-19, IASA has had to cancel many events reducing expenditure. There are plans to further develop our online presence, especially on YouTube, to keep our audience engaged during this time.

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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IRISH AVIATION STUDENTS' ASSOCIATION

## Committee



**Daniel Tetis**  
*Chairperson*



**Kate Iarajuli**  
*Secretary*



**Aaron Gilmartin**  
*Treasurer*



**Elizabeth Shields**  
*Head of Marketing*



**Jack Caffrey**  
*Head of Engagement*



**Eoin Collopy**  
*Event Officer*



**Dáire Mooney**  
*IT Officer*



**Michéal Sharkey**  
*Marketing Officer*



**Aaron Jones**  
*Student Engagement  
Officer*



**Saoirse Kearney**  
*Student Engagement  
Officer*



**Colin Mcnelis**  
*Student Engagement  
Officer*



**Dermot Foley**  
*Student Engagement  
Officer*



**Callum Winship**  
*Student Engagement  
Officer*



**Solomon Obadimu**  
*Student Engagement  
Officer*



**Josh Reynolds**  
*Student Engagement  
Officer*



## Non-Executive Committee



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



**Shane Gorman**  
*Treasurer*  
2016-2018



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



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

## Industry Advisory Committee



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



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



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



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



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



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



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



**Mickaël Mélaye**  
*Executive Coach,*  
*INSEAD*

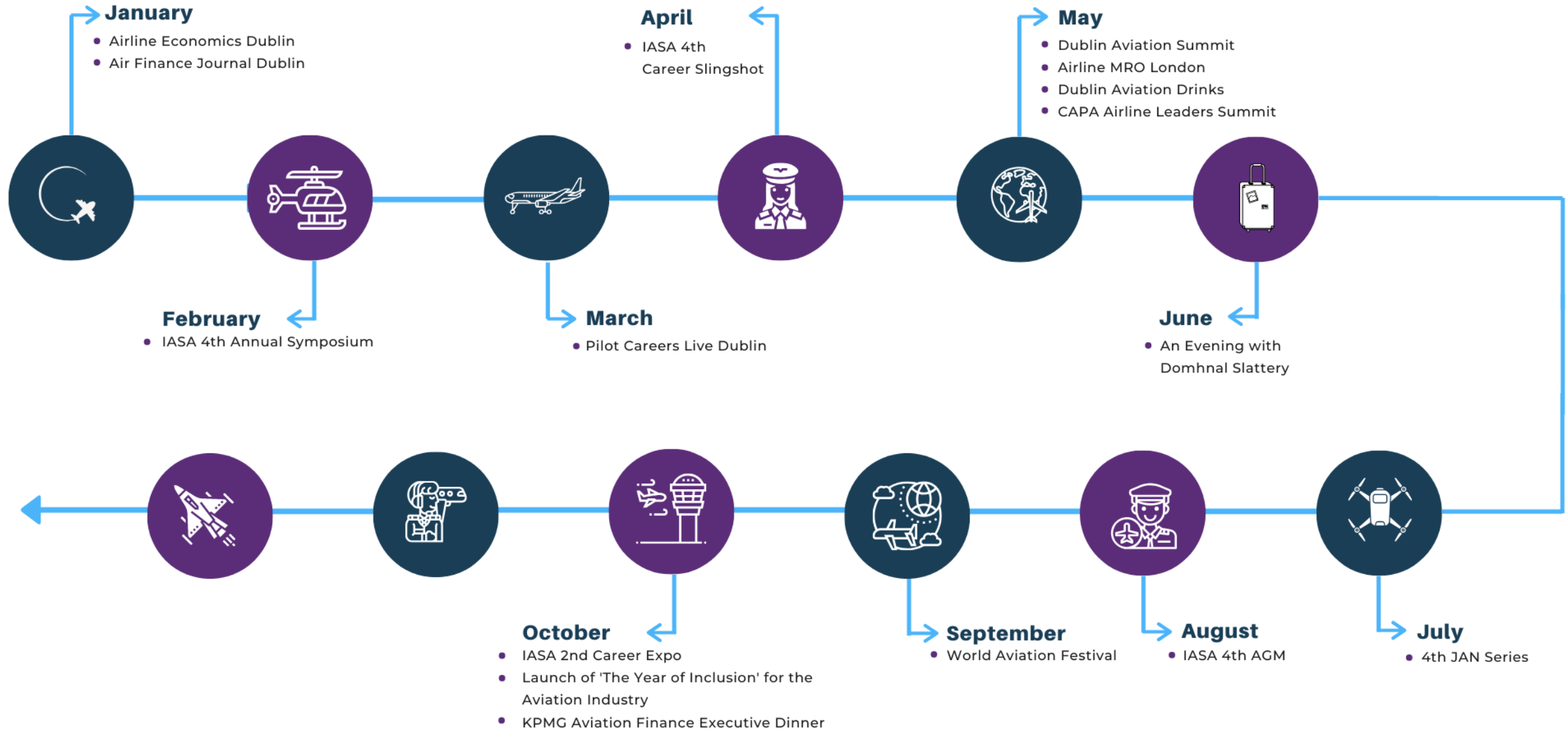


A close-up photograph of two individuals in dark business suits shaking hands. The person on the left is wearing a red and white striped tie. The background is a blurred view of a city skyline from a high vantage point. A semi-transparent dark blue rectangular box is overlaid on the right side of the image, containing the text 'INDUSTRY ENGAGEMENT' in white, bold, sans-serif capital letters. A thin blue horizontal line is positioned below the word 'ENGAGEMENT'.

# INDUSTRY ENGAGEMENT

IRISH AVIATION STUDENTS' ASSOCIATION

## Events Attended/Hosted





## Industry Engagement

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.



Connected. Bespoke. Trusted.



UCD Michael Smurfit Graduate Business School



# STUDENT ENGAGEMENT

IRISH AVIATION STUDENTS' ASSOCIATION



## Student Engagement

### Student Handbook

Our 'Student Handbook' has become a reliable resource of information regarding the promotion of aviation education and career opportunities in Ireland and beyond. Inside, this booklet we showcase a broad range of lists, most containing aviation courses within Ireland, some established graduate programmes, other aviation opportunities such as; apprenticeships, cadetships, etc. Throughout 2019, we have continuously updated this booklet containing newly updated information such as CAO points to more extensive career opportunities within our niche industry.

### Newsletter

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





## Student Engagement

### IASA Events



### 4th Annual Symposium

IASA hosted its fourth annual Symposium on *'Launching into the Future with the Next Generation of Aviation Professionals'* in the Helix, Collins Avenue, Dublin 9. This event united aviation professionals and over 200 students from various colleges around the country to highlight and discuss current trends in the aviation industry and how to start your career in this niche industry. The Symposium had over 20 guest speakers from a wide range of backgrounds from aircraft leasing, engineering, pilot, recruitment and many more.

## Student Engagement

### IASA Events

#### Career Slingshot: Aircraft Engineering

As a part of IASA's expansion plan to expand further into parts of Ireland. On 4th April 2019, IASA held its third Career Slingshot in Aircraft Engineering at the IAA, Shannon Centre. The event included presentations and discussions from key members of leading engineering companies in the region. We were honoured to welcome David Winship from the Irish Aviation Authority, Michael Rooney from CAE Parc and David Ward from Lufthansa Technik. We welcomed students from the University of Limerick and Limerick Institute of Technology in order to build our presence to the west of the country.



#### CAREER SLINGSHOT: AVIATION ENGINEERING AGENDA

Supported By:



**11:00 | Registration Open/Morning refreshments**

**12:00 | Opening remarks of Engineering Career Slingshot**  
Mark Kenny, Head of Student Engagement, IASA

**12:05 | Irish Aviation Authority**  
David Winship, Head of Operational Engineering

**12:35 | CAE Parc Aviation**  
Micheal Rooney, Lease Transition Manager

**13:05 | University of Limerick**  
Kyriakos Kourousis, Senior Lecturer

**13:15 | Networking Break**

**14:15 | Lufthansa Technik**  
David Ward, Business Development Specialist

**14:45 | Closing of Engineering Career Slingshot**



#### Career Slingshot: Aviation Engineering

Thursday, 4 April 2019  
IAA, Shannon, Co. Clare



David Winship



David Ward



Michael Rooney





## Student Engagement

### IASA Events

#### JAN Series

In July 2019, IASA proudly hosted the 4th JAN Series event at House, Dublin 2 with guest speaker Raymond Kerr. This evening event brought over 90 young professionals to network, socialise and create opportunities amongst one another. The event started off with a speech from Chairperson Gareth Lau who spoke greatly about the importance of networking and how this event will benefit a young professional's network. In Raymond's speech, he spoke fruitfully about his passion of the aviation industry and his background of over four decades. Raymond talked to the audience through his impressive experience and broad-based knowledge of Airline and Airport Operations and Airport Development in companies he worked for such as EasyJet, Dublin Airport, Abu Dhabi Airport, and Siemens.





## Student Engagement

### IASA Events

#### Career Expo

After a successful launch of Ireland's first aviation Career Expo in 2018, the IASA team hosted its second career expo in Croke Park, Dublin on 22<sup>nd</sup> October 2019. This unforgettable event brought over 30 exhibitors and saw an increase in attendance of over 150% compared to last year.

At the 2019 event, we specifically invited all second level students far and wide to attend the event from 10:00-12:00 as we are working towards empowering the next generation of aviation professionals from second level. We re-opened the event from 13:00 until close for third level students and more to meet the exhibitors and attend our exciting seminars.

Our seminars catered for over 60 people to attend informative talks and presentations from world-leading companies such as LinkedIn, Atlantic Aviation Group, Ryanair, SMBC Aviation Capital, Six West and Aer Lingus. Propeller Recruitment, PwC Ireland, Barden, LinkedIn took part in the CV clinics for attendees to have their CV assess by HR professions.



#### Career Expo 2019 - Seminars



**10:30 - 10:50**  
**Mike Byrt**  
Technical Service Director,  
Atlantic Aviation Group



**14:00 - 14:20**  
**Anna McCarthy**  
Senior Relationship Manager,  
LinkedIn Ireland



**11:00 - 11:20**  
**Matthew Gee**  
Director of Flight Operations,  
Six West



**14:30 - 14:50**  
**Mark Duffy**  
Deputy HR Director & Head of Talent,  
Ryanair

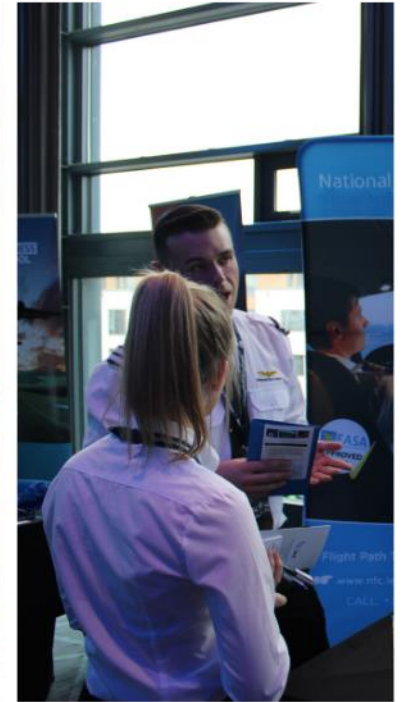
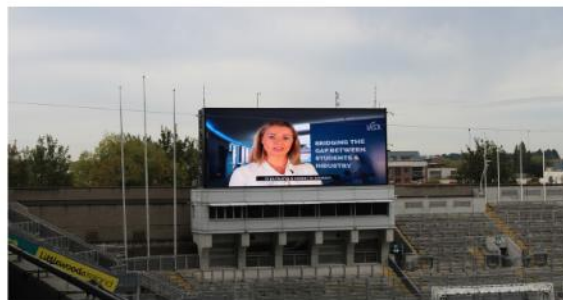


**13:30 - 13:50**  
**Pilot**



**15:00 - 15:20**  
**Eimear Pepper**  
VP Technical Asset Management,  
SMBC Aviation Capital

## Career Expo Highlight Pictures





## Student Engagement

### Career Events

#### Pilot Career Live Dublin

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 fourth 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 is a great opportunity for the association to exhibit at this event as it increases the amount of our newsletters subscribers by roughly 20% each year.





## Student Engagement

### Career Events

#### IASA & IAA visit the International House Dublin

In July 2019, IASA was invited to speak to a group of Air Traffic Safety Engineers from ENAC (École Nationale de L'Aviation Civil) University as a part of the career's series event in the International House Dublin. Alongside IASA, an IAA Air Traffic Controller – Ian Crowe also presented to these students to discover aspects of aviation services and air traffic control in Ireland.



#### UL Career Fair

For the first time, IASA exhibited at the Annual University of Limerick Career Fair in October 2019. With the expansion of the IASA team in Limerick, team members from around the country travelled and met at the event to make personal contact with the students at UL. There, we met students from various backgrounds with a keen interest of the aviation industry. We will attend this annual event in 2020 in order to build a strong presence and relationship with the students of UL.



## Student Engagement

### Career Events

Institute of Education

IGC Kerry Fair

Drogheda's Annual Secondary Schools Career Fair

Belvedere College, Dublin

St. Joseph's Secondary School, Drogheda

Our Lady's College, Drogheda

St. Kevin's College, Ballygall







# MARKETING

## Marketing

### Overview

- 2019 has been a productive and successful year for IASA and the marketing department. IASA's social media and online presence has experienced positive growth across all platforms, with Instagram becoming one of the leading social media channels over the course of the year.

- The IASA Student Engagement Team, along with the Marketing Team, continued to release a monthly newsletter to our ever-growing student database. This group did take a hit in 2018 due to GDPR, however we now have the same number of subscribers as 2017. Our bounce and open rate dramatically increased with an increase in genuine readers signing up to the newsletter. The average open rate is approximately 50%.

- Additionally the IT department has redesigned the website to further represent the IASA brand and will continue developing the site to meet the dynamic requirements of the association. New sections of the website include a Women in Aviation page

- 2019 saw IASA continue the promotional video campaign with the creation of videos to promote the Career Expo in October 2018.

- 2019 saw the marketing team evolve with some members standing down to allow new members and fresh ideas. The Marketing team at the end of 2019 comprised of Elizabeth Shields & Michéal Sharkey. This was shortly followed by a recruitment campaign.

### Goals 2020

- Our aim for 2020 is to increase the online audience by a minimum of 30% overall.

- In addition, video content is something that the IASA committee are keen to continue to grow and share with its online audience and its members as it proved to get the most organic engagement.

- The IASA website, has continuously improved over the years. As such the IT and Marketing department are working to develop our website further and we aim to have this completed by end of Q3 2020.





## Marketing

Throughout the year IASA invested in developing our video content with the assistance of a videographer. Two of the videos made were to highlight our two major events held throughout the year (4<sup>th</sup> Annual Symposium and Career Expo). We felt these will be very beneficial when holding events in future to advertise using a combination of Facebook and Instagram ads.

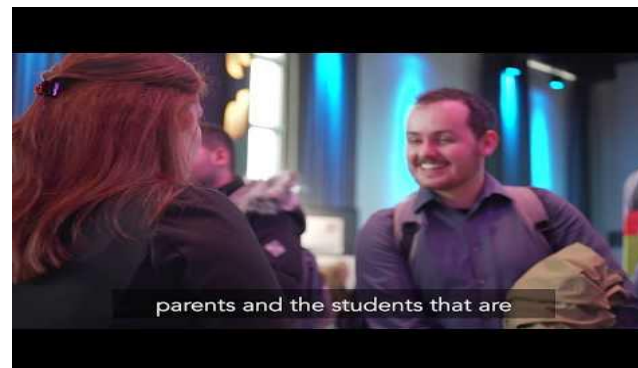
The other two videos were to highlight IASA's achievements and culture. The first video was an interview with two of IASA's sponsors highlighting the benefits their company receives when sponsoring IASA. We hope this will encourage new sponsors to come on board. The second video was "Who are IASA?". We hope this would encourage students to apply for IASA committee positions.

IRISH AVIATION STUDENTS' ASSOCIATION

### What our Sponsors say



### Career Expo 2019

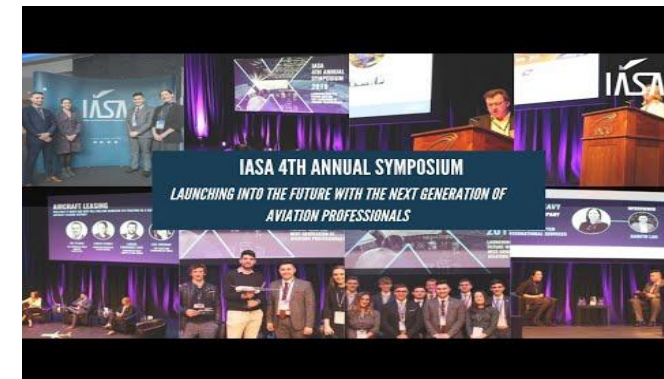


## THE ANNUAL REPORT 2019

### Who are IASA?








### 4th Symposium

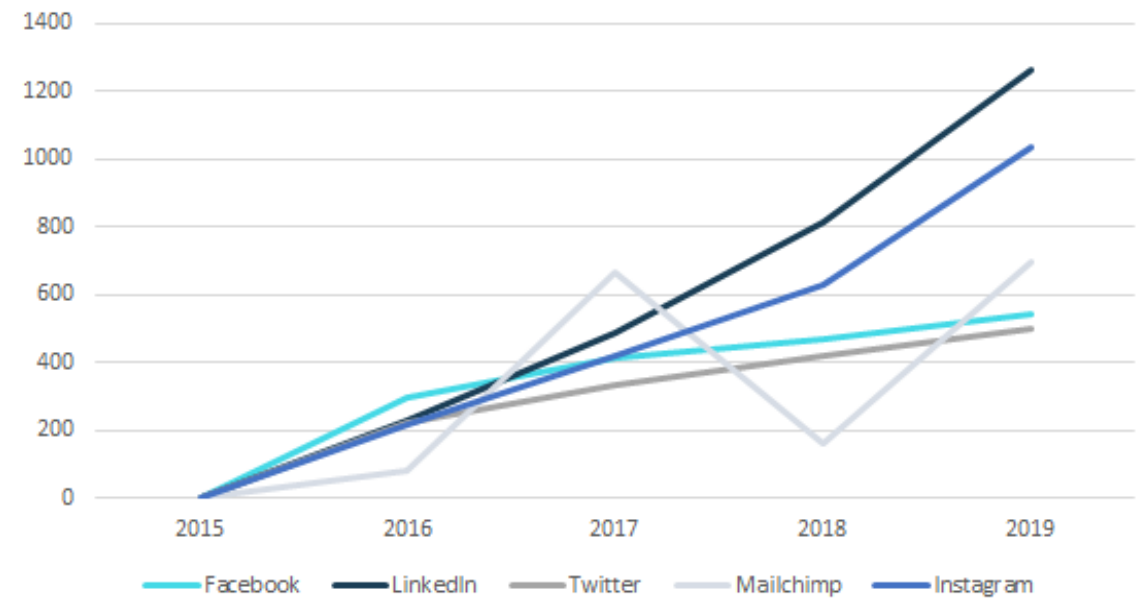




## Social Media Overview : Followers

Followers / Subscribers	2015	2016	2017	2018	2019
	274	808	1136	1292	1489
	200	457	971	1625	2526
	180	398	601	752	897
	126	104	842	207	880
	60	130	252	376	620

### Social Media Followers





## Marketing

### Symposium

#### Actions Taken to Promote the Symposium

- 5 Individual Speaker Announcement Post on all social media platforms.
- 2 Group Discussion Announcement Post on all social media platforms.
- 1 Interview Announcement Post on all social media platforms.
- 22 Facebook & Instagram online Advertisement
- 2 Blogs promoting the event
- 4 MailChimp Campaigns
- Visited Dublin City University and Queen's University in Belfast
- Featured in Flying Ireland and other college's social media platforms.

#### Promotion Material

- Symposium 2017 Promotional Video
- 6 Roll Up Banners
- 1 Backdrop
- Student Handbooks
- IASA Promotional Materials (pens, lanyards, etc.)

### CONFERENCE PROGRAMME

09:00 Registration

10:00 MC Opening

10:05 Chairperson Welcome

10:10 Rachel Frye - PWC Ireland

10:50 Interview:  
Elaine Leavy - Airbus  
Gareth Lau - IASA.

11:10 BREAK

11:40 Brendan O'Neill - DAE Capital

12:00 Jobs of Tomorrow

Characteristics of a Successful Applicant:  
Andrew MacIntyre - Moderator  
Conor Keeling - Pilot Professional Coaching  
Murray Ross - Eskeil, The ISTAT Foundation  
Claire O'Donoghue - IAA  
Mark Duffy - Ryanair

13:00 Conor Hoey - ARUP

13:20 LUNCH

14:10 Aircraft Leasing Panel:  
How does it work and how will Ireland maintain its position as a global leader in the Aircraft Leasing sector?

Joe O'Mara - Moderator  
Sarah Stokes - DAE Capital  
Lander Dominguez - Director of Fleet Assets - Aer Lingus  
Lisa Sheehan - GECAS

5 MINUTE CHANGEOVER

Joe O'Mara - Moderator  
Louise McNamee - Goshawk  
Padraig Murphy - SMBC Aviation Capital  
Robert Farrell - CAE Parc Aviation  
Claire Hudson - Avolon

15:10 Kieran O'Brien - KPMG Ireland

15:30 Captain Brian D'Arcy - Ryanair

15:50 Chairperson Closing Remarks



### IASA'S 4TH ANNUAL AVIATION SYMPOSIUM

LAUNCHING INTO THE FUTURE WITH THE NEXT GENERATION OF AVIATION PROFESSIONALS

WEDNESDAY, 27TH FEBRUARY 2019

THE HELIX, COLLINS AVENUE, GLASNEVIN, DUBLIN 9.

www.iasa.aero

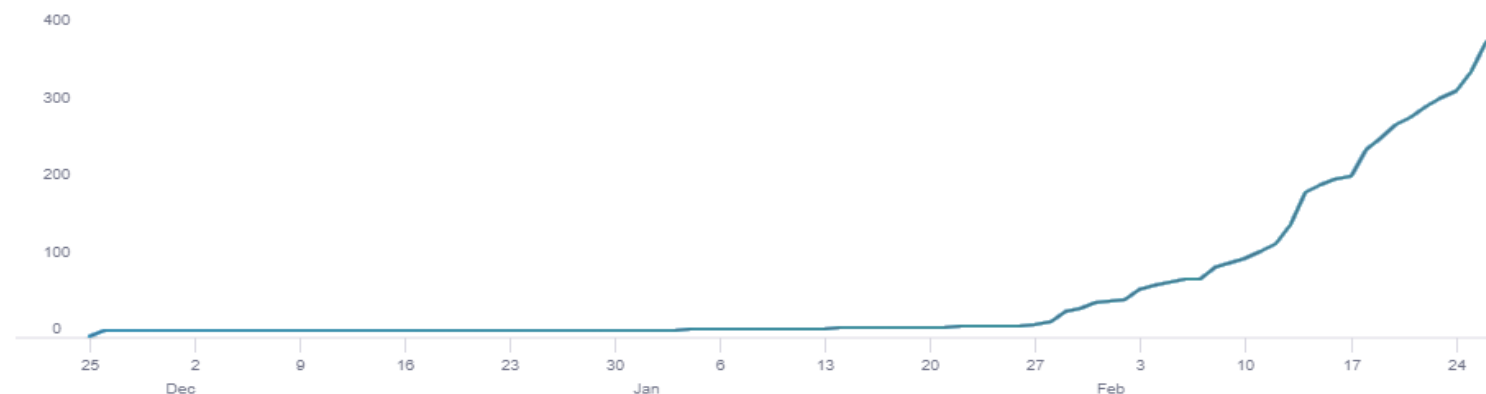
### IASA'S 4TH ANNUAL AVIATION SYMPOSIUM

WEDNESDAY, 27TH FEBRUARY

THE HELIX, COLLINS AVENUE, GLASNEVIN, DUBLIN 9.



#### Eventbrite Ticket Sales



## Marketing

### Junior Aviation Networking (JAN)

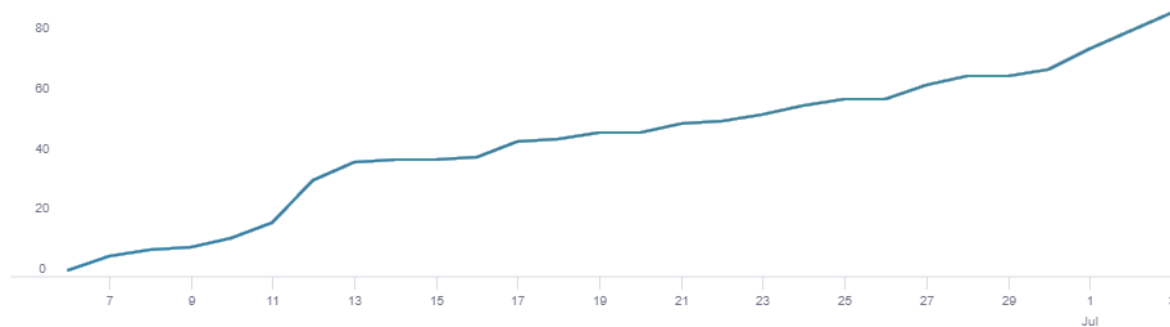
#### Actions Taken to Promote the event

- Active LinkedIn campaign
- Direct emails to IASA sponsors
- Direct invites to IASA professional network.

#### Promotion Material

- JAN 2017 Promotional Video
- 6 Roll Up Banners
- 1 Backdrop

#### Eventbrite Ticket Sales



### Aircraft Engineering Career Slingshot

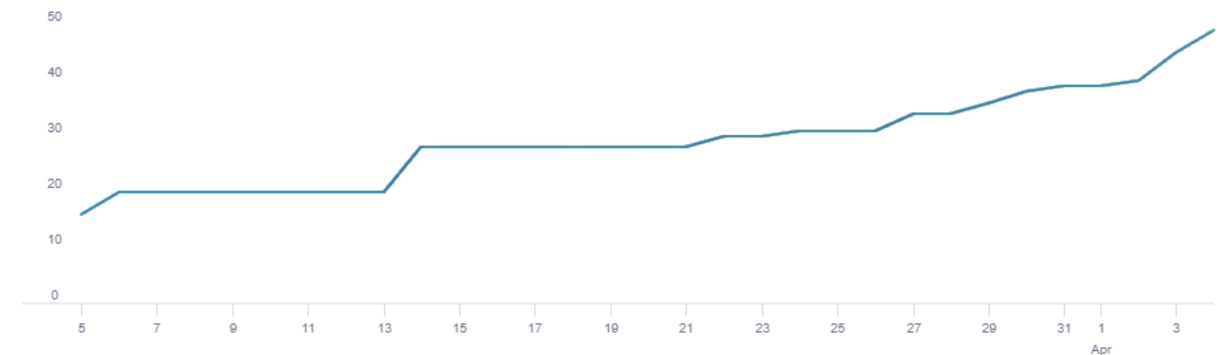
#### Actions Taken to Promote the event

- 9 Social Media Post LinkedIn campaign
- Direct emails sent to University of Limerick and Limerick Insitute of Technology students.
- Direct invites to IASA professional network in Limerick/Shannon Region.
- 2 MailChimp Campaigns

#### Promotion Material

- 3 Roll Up Banners
- Student Handbooks
- IASA Promotional Materials (pens, lanyards, etc.)

#### Eventbrite Ticket Sales





## Marketing

### Career Expo

#### Actions Taken to Promote Career Expo

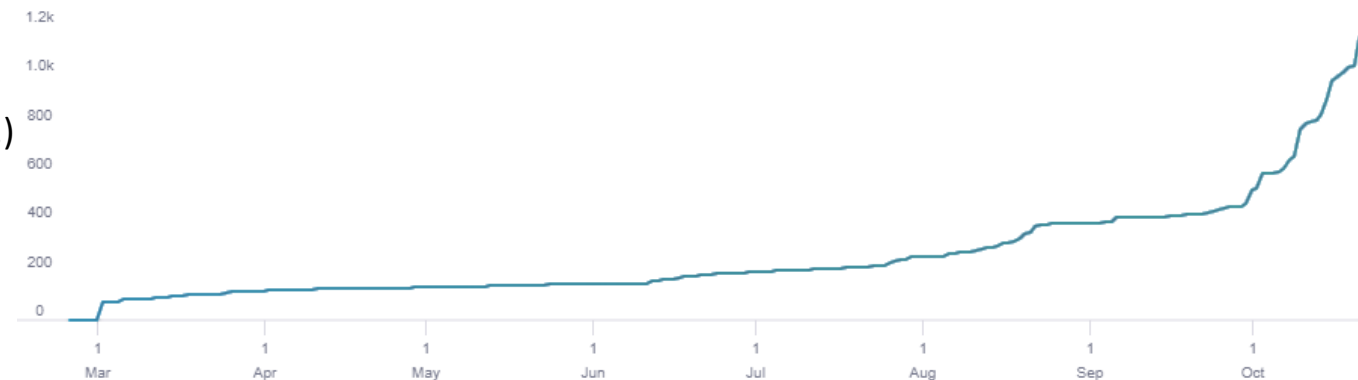
- 33 Individual exhibitor announcement post on all social media platforms.
- 6 Individual seminar speaker announcement post
- 5 Individual CV clinic announcement post
- 47 Facebook & Instagram online advertisement
- 1 Blogs promoting the event
- 8 MailChimp campaigns
- Visited Dublin City University and University of Limerick
- Featured in the Irish Graduate Network, Flying Ireland, The College Tribune and other college's social media platforms.

#### Promotion Material

- Career Expo 2018 Promotional Video
- 6 Roll Up Banners
- 2 Backdrops
- Airbus Aircraft Models
- Student Handbooks
- IASA Promotional Materials (pens, lanyards, luggage tags etc.)

#### Eventbrite Ticket Sales

Tickets had significantly increased in comparison to last year's event in 2018.



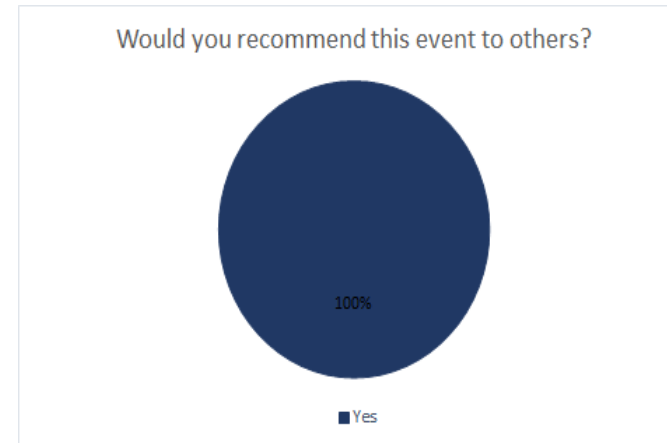
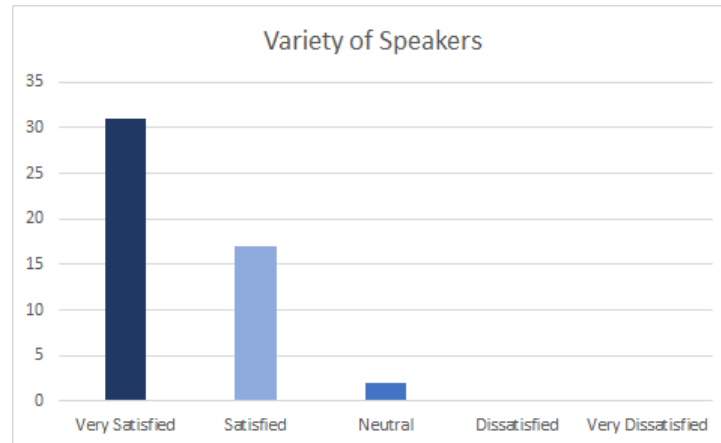
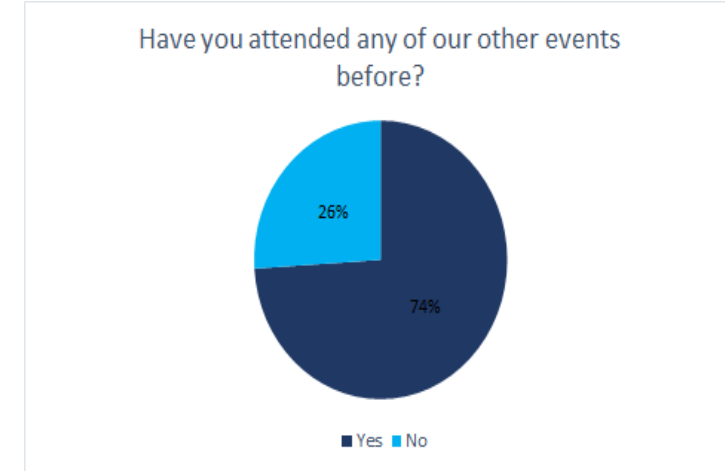
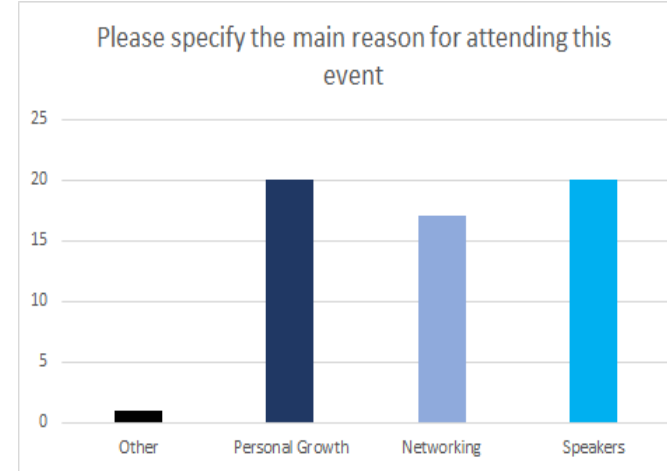
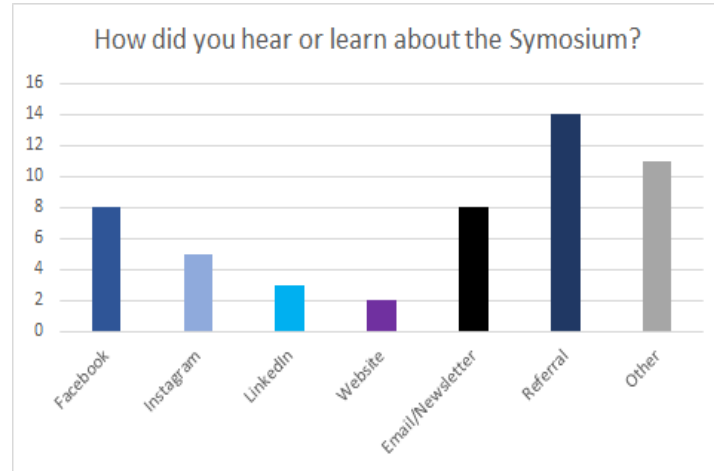
# SYMPOSIUM EVALUATION - RESULTS


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## Symposium Evaluation Results



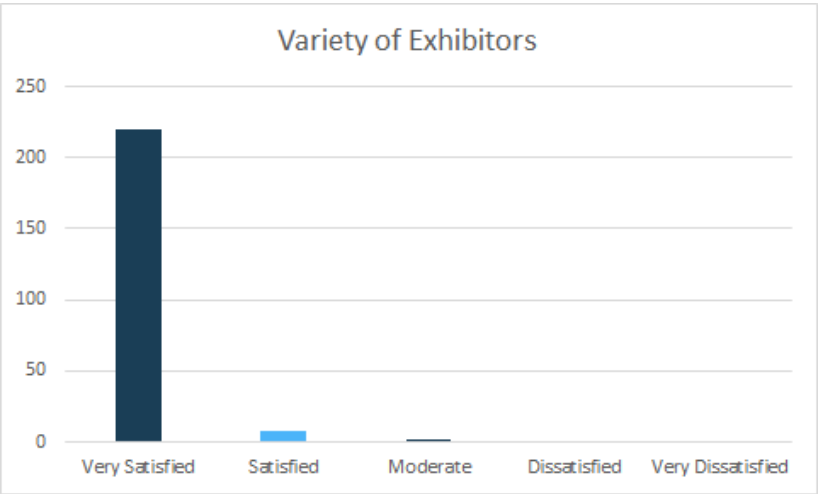
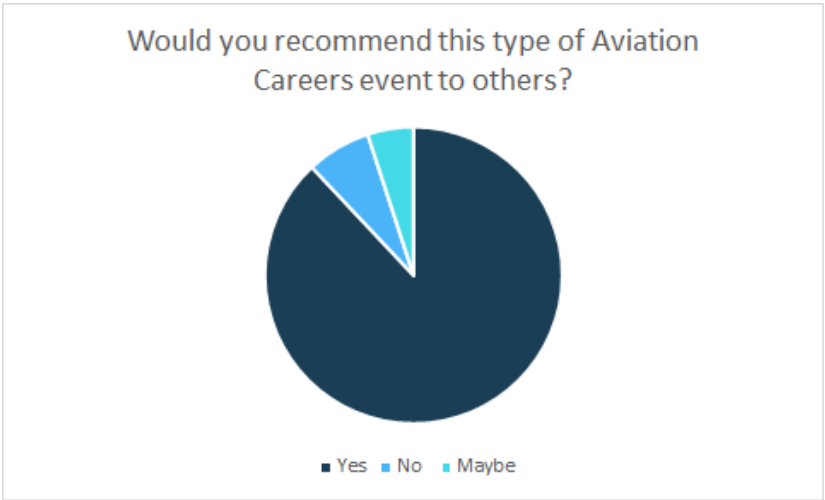
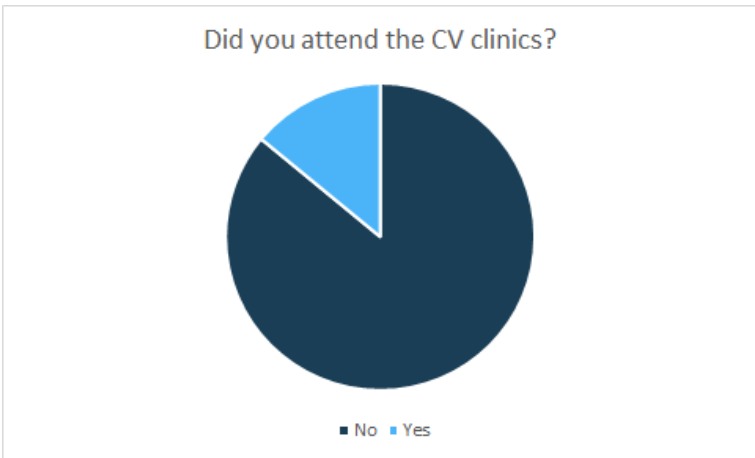
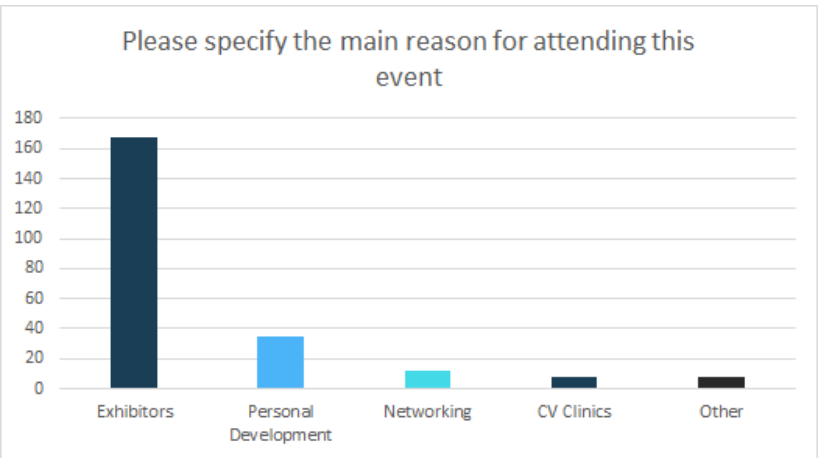
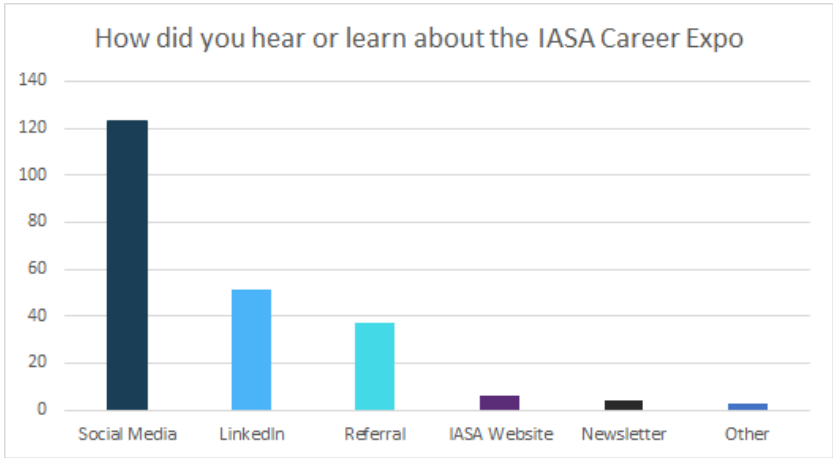
An aerial photograph of a city, likely Dublin, Ireland, featuring a large stadium (Croke Park) in the foreground. The stadium has a green field and a large, partially covered seating area. The city extends to the horizon under a hazy sky. A dark blue semi-transparent rectangle is overlaid on the left side of the image, containing the title text.

# CAREER EXPO EVALUATION - RESULTS

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Career Expo Evaluation Results





# GOING FORWARD

IRISH AVIATION STUDENTS' ASSOCIATION



## Going Forward into 2020

### Goals:

- Make website the number 1 resource for students
- Celebrate IASA's 5 years of success
- Develop relationships with Universities and colleges
- Develop more online content
- Children's book

### Partnerships with The European Aviation Wellbeing Committee and The Insitute of Travel and Tourism



IRISH AVIATION STUDENTS' ASSOCIATION

### Industry Engagement:

- JAN Cork with AFTA
- JAN Limerick with Shannon IASC, SES and ELFC

### Student Engagement:

- Career Slingshot in IAA; Aviation Finance
- Career Slingshot in BFS with ITT
- Career Expo



# APPENDICES

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# Key Contacts in Connection to this Report

**Daniel Tetis**

*Chairperson*

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

**Kate Iarajuli**

*Secretary*

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

**Aaron Gilmartin**

*Treasurer*

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

**Elizabeth Shields**

*Head of Marketing*

E: [elizabeth.shields@iasa.aero](mailto:elizabeth.shields@iasa.aero)

**Jack Caffrey**

*Head of Engagement*

E: [jack.caffrey@iasa.aero](mailto:jack.caffrey@iasa.aero)

**Gareth Lau**

*Non-Executive Committee Member*

E: [gareth.lau@iasa.aero](mailto:gareth.lau@iasa.aero)

**Cián McHugh**

*Non-Executive Committee Member*

E: [cian.mchugh@iasa.aero](mailto:cian.mchugh@iasa.aero)



# CONTACT US

WEBSITE

[www.iasa.aero](http://www.iasa.aero)

EMAIL ADDRESS

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

