



OUR ANNUAL REPORT

2021

IRISH AVIATION STUDENTS' ASSOCIATION
ANNUAL REPORT 2021





CHAIRPERSON'S NOTE

2021 was a year where IASA had to once again adapt to the uncertainty caused by the pandemic.

With unpredictable restrictions and worry surrounding the aviation industry, IASA continued in our pursuit of encouraging the next generation of aviation professionals. With no in-person events possible due to the restrictions put in place, IASA took the opportunity to enhance our online presence and reach.

January saw the return of IASA's Diversity and Inclusion Series, which again was successful in encouraging all those from different backgrounds to enter into the aviation industry. The introduction of IASA's podcast series provided another outlet for our members to engage and learn about the industry and the professionals involved.

Our first ever online symposium allowed IASA to engage with both speakers and audience members from around the globe, with a sizeable portion of the audience tuning in from outside of Ireland.

As the vaccination process continues to grow, 2022 should see the return of in-person events.

As we have seen the success our online events have garnered, IASA will continue to improve upon our online presence and reach alongside the return of our other events. The reintroduction of IASA's JAN series will be crucial for young professionals who have not had the chance to network over the last two years.

IASA's goals and mission have remained the same and at difficult periods such as 2021, IASA is proud to be on hand to provide knowledge, opportunities and a community to encourage the next generation of aviation professionals.

I would like to thank all Committee members, Non-Executive Committee members, and Industry Advisory Committee members for their work, guidance and support. To all of our sponsors, I would like to once again thank them for their continued support of IASA and involvement with our events in showcasing that aviation will continue to adapt and thrive in the future.

We too at IASA will continue to adapt and develop over the next 12 months and beyond.

Matthew Gordon
Chairperson

A magnifying glass is positioned over a calculator and a stack of Euro banknotes. The calculator's keypad is visible, with numbers 2, 3, 5, 6, 7, and 8 clearly seen. The background shows the texture and colors of Euro banknotes, including the word 'EURO' and the number '50'.

FINANCE

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TREASURER'S NOTE

As of 28th February 2022, the Irish Aviation Students' Association (IASA) has benefitted from the continued support of our existing sponsors who have remained understanding during the current climate. We truly appreciate the commitment that they have shown for us, in navigating uncertain times.

IASA's success can be attributed to a motivated committee, coming from all four corners of this island. Empowering the next generation of aviation professionals has been our ethos since our inception, and we will continue to do so indefinitely.

During the financial year, IASA offered reduced and revised sponsorships. We are aware of the strain that the pandemic has imposed on companies and thought it would be prudent to be proactive. IASA has subsequently focused on expanding partnerships with flight schools and new companies.

The absence of in-person events brought new challenges, and online events became the norm temporarily. A by-product of this platform enabled the IASA Podcast to flourish, and the Virtual Annual Symposium to be a great success. The website membership development will also extend our reach beyond personal face-to-face interaction.

Financially, IASA is in a good position for the future. As in-person events become the norm again, Junior Aviation Networking events will subsequently be in full effect. With financial support from our sponsors, we can expand at a rate that was seen prior to the pandemic.

We continue to analyse all expenditure to maximise the benefit for all stakeholders. With both in-person events and on-line events planned for the future, we can take IASA to new heights and reach new audiences.

INCOME STATEMENT

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<i>INCOME</i>	€
SPONSORSHIP	19,590
GRANT	4,146
<i>EXPENDITURE</i>	
COMMITTEE EXPENSES	345
EQUIPMENT LEASE/RENTAL	1,510
IT EXPENSES	10,980
INSURANCE	470
MARKETING EXPENSES	1,056
<i>DIFFERENCE</i>	9,375

Balance as of FEB
€57,211



THE TEAM

IRISH AVIATION STUDENTS' ASSOCIATION
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MANAGEMENT COMMITTEE



Matthew Gordon
Chairperson



Aislinn Dooley
Secretary



Seán Grandon
Head of Marketing



Stephen Daly
Treasurer



Josh Reynolds
Head of Engagement

COMMITTEE MEMBERS



Eoghan Whelan
Industry Engagement
Coordinator



Solomon Obadimu
Engagement Officer



Kieran O'Leary
Engagement Officer



Eoghan Tonra
Engagement Officer



Brian Kenna
Marketing Officer



Colin McNelis
Engagement Officer



Hatem Abnoun
IT Officer



Molly Smith
Marketing Officer



Leah O'Hanlon
Engagement Officer



Amy Whelan
Marketing & I.T. Officer



Alice Manning
Marketing & I.T. Officer



Wesley Petoshati
I.T. Officer

NON-EXECUTIVE COMMITTEE



Bridget Corry
Chairperson
2017-2018



Gareth Lau
Chairperson
2018-2019



Daniel Tetis
Chairperson
2019-2021

INDUSTRY ADVISORY COMMITTEE



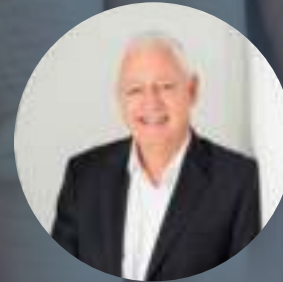
John Drysdale
Business Development
Manager, Shannon IASC



Susan Bradford
CHRO, DAE Capital



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



Andy O'Shea
CEO, The Airline Pilot Club



David Swan
COO, SMBC Aviation Capital



Andrew MacIntyre
Adjunct Professor,
DCU



John McCormack
Head of Aviation Finance
Assurance, EY



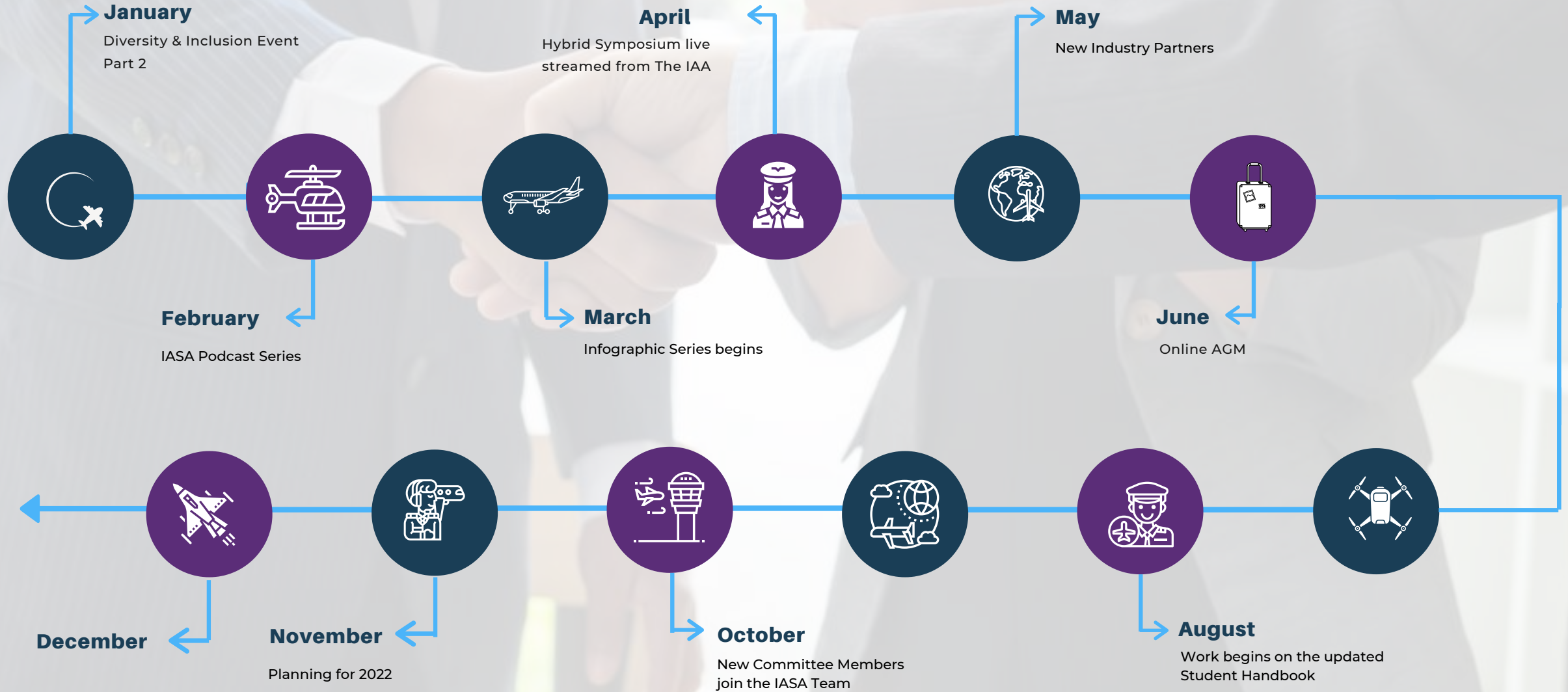
Yvonne Thompson
Aviation Finance Leader,
PwC Ireland

A background image showing several people in business attire shaking hands in a meeting. The focus is on the hands and forearms of the participants, with a blurred background of an office setting.

ENGAGEMENT

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TIMELINE



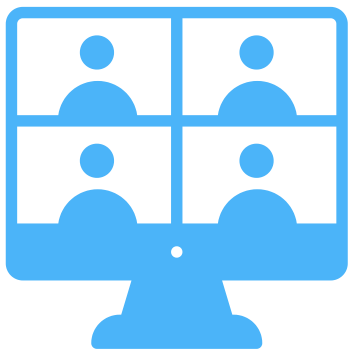
The companies listed below have been involved with IASA over the last 12 months through sponsorship, speaking at events, offering support and guidance or offering benefits in kind to help with the development of IASA.



STUDENT & INDUSTRY ENGAGEMENT

Highlights of 2021

- 5th Annual Symposium
- Diversity and Inclusion Part 2
- Radio Interviews
- IASA Podcast Series 1
- Interview Series
- New Industry Partners
- Infographic Series



A person is sitting at a desk, writing in a notebook with a black pen. The notebook is open, and the person's hands are visible. There are several colorful sticky notes (blue, yellow, pink) on the desk next to the notebook. The background is slightly blurred, showing a modern office setting with blue chairs.

MARKETING

A person is sitting at a desk, pointing at a chart on a clipboard with a black pen. The clipboard is open, and the person's hand is visible. The chart on the clipboard is a bar chart with blue and orange bars. There are other charts and tables on the desk, including a pie chart and a line graph. The background is slightly blurred, showing a modern office setting with blue chairs.

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2021 Overview

Despite the turbulent year, 2021 was another successful year for IASA.

Our social media and online presence has continued to grow.

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. These included:

Our Monthly Newsletter
Sponsor Spotlight Month

Our podcast series, which was introduced last year & has proven to be a huge success.

2021 Statistics

Social Media Impressions - 431,765

Post Engagements - 16,661

Post Link Clicks - 7,780

Total Audience - 7,111

Video Views (excl. YT) - 4,923

Published Posts - 817

Podcast Listeners - 776

New Team Members (incl. IT) - 3



2022 Goals

Increase our following and audience on social media by up to 30% across all channels

Create a marketing plan that can be used for each event, now that it is possible to run events again

Consistently send out our Newsletter on the last Saturday of every month

Maintain a regular social media presence highlighting our new podcast series and sponsor spotlight month

Continue to market IASA as the point of contact between students and the aviation industry

Create an IASA TikTok account

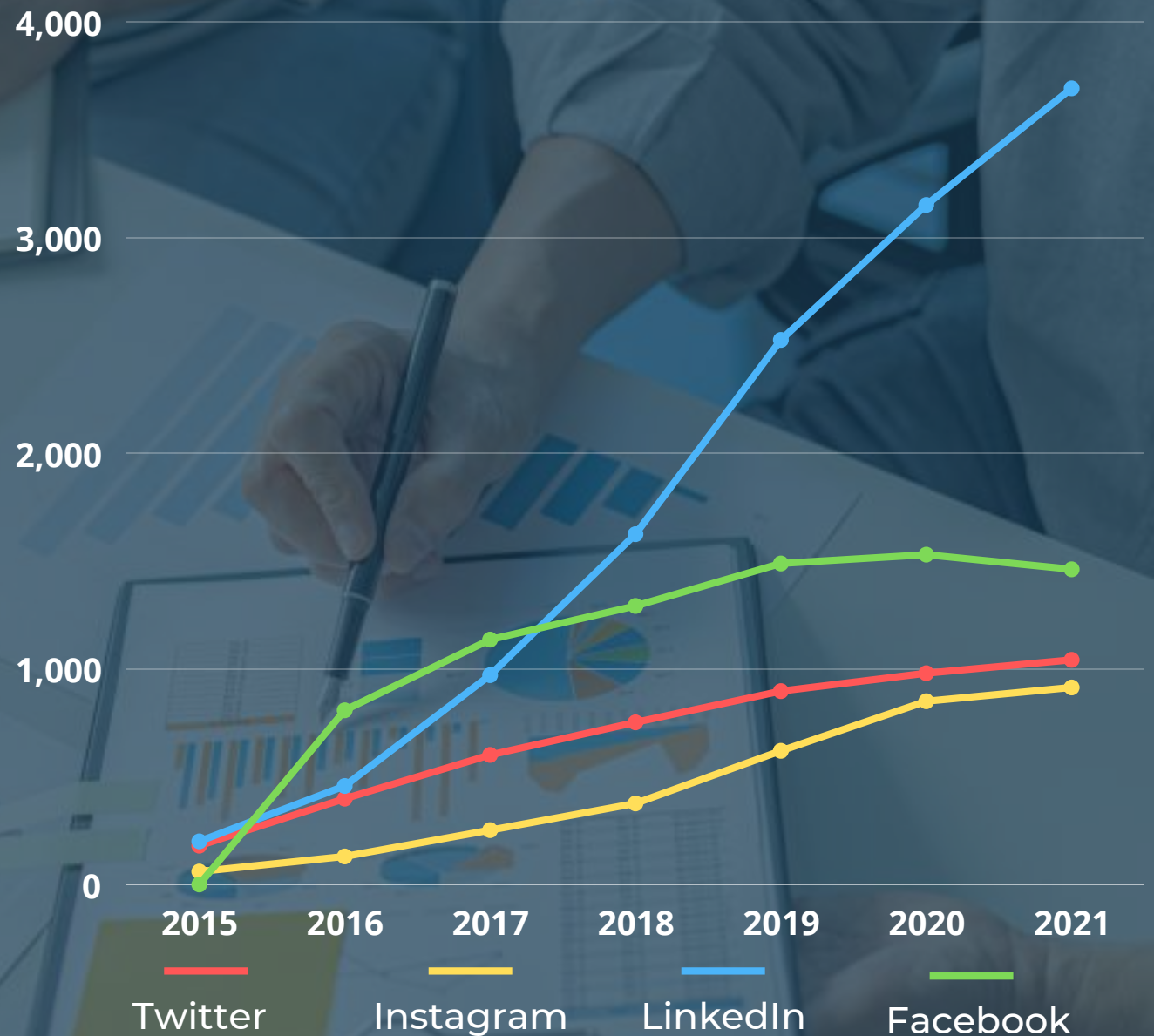
SOCIAL MEDIA FOLLOWERS

Twitter has grown by 6%
 Instagram has grown by 8%
 LinkedIn has grown by 17%

Our LinkedIn, Twitter and Instagram followers have continued to grow over the past year.

Late last year, we took the decision to cease posting on Facebook as we wanted to remain relevant to our target demographic and to grow our following on our other 3 platforms.

There was a 4% drop in our Facebook followers which suggests that our target demographic are in fact not using Facebook as much anymore, particularly when all other three channels have grown in the same period.



Diversity & Inclusion: Part 2

20th January 2021

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Actions taken to promote the event:
Active promotional campaign across all platforms

Promoted it in our monthly newsletter with a link to sign-up

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.

Some of the third level institutions included UCC, UL, Queens in Belfast, GMIT, DCU and a number of PLC's.

Incentivized sign-ups and attendees by having a goodie bag giveaway with IASA merchandise.

The bags included:

- a Face Mask
- IASA Pen
- Luggage Tag
- Lanyard
- Pop Socket



5th Annual Symposium 7th of April 2021

Actions taken to promote the event:

We emailed careers services at all major universities and colleges to notify them of the event and to share it with their students

To incentivise sign-ups and attendees, we ran a voucher competition

We had simulator vouchers from Alphatech and Simtech as well as a voucher from the Pooleys shop

Active social media promotional campaign across all platforms

Promoted it in our monthly newsletter with a link to sign-up too





5th Annual Symposium --- Evaluation

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Evaluation

Tickets Reserved - 426

Reserved from Ireland - Est. 290

Reserved from Abroad - Est. 136

Interesting to note that we had equal number of attendees from parts of Ireland and abroad
 For example, 9 from Limerick and 9 from Greece

On the 29th March, we emailed speakers the Eventbrite link and asked them to share the event with their colleagues internally

As a result, we received 14 sign-ups each on the 31/03 and 01/04 which was the highest daily sign-ups and a nearly double increase from 8 on the 30th.





GOING FORWARD - 2022

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2022 Goals

Return to hosting regular in-person events across Ireland

Attend events internationally to broaden perspectives and grow relations outside of Ireland

Build new relationships with several organisations to set up Transition Year work experience programmes

Grow talent within our committee by recruiting new members

Continue relationships with our sponsors and supporters, while also encouraging new companies to come on board

Develop resources within the association to assist with events & content production

Marketing

Continue growing our social media following.

Create new IASA social media accounts to reach our target demographic.

Improve our Spotlight Sponsor Month initiative to benefit supporting companies as much as possible.

Engagement

IASA will continue connecting with secondary level schools across Ireland to deliver presentations and hold various competitions for students.

Launch our TY Module.

Improve our membership platform by providing explicit content and interviews.



APPENDICES

IRISH AVIATION STUDENTS' ASSOCIATION
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Our Contact Information

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Chairperson

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