

Emerald Media and Four Forces



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Baby –WSAC?



You think he's cute – but will everybody else?

What a client wants / What a journalist wants

Managing the disconnect

Under promise - over deliver

Why Should Anyone Care – get straight to the point with news messages

Making PR work for you

It's surprisingly easy to get it right – with foresight and planning

Who is interested in this story and why should they be

Value your specialist writers

Case Studies – one size does not fit all



The world's first business aviation showroom, truly different



New FBO at Al Bateen Airport



Service led new offering from 100 year old company



Business Aviation highlighted in Africa

One size does not fit all in promoting a brand

Each needed a different approach

Listen to the client, view it from how a journalist would cover the story

Look at shows, events - perfect vehicle for a launch platform



Case Studies



The Jet Business – personality led

Highly visual, focus on broadcast to tell the story.
BBC Breakfast Live generated worldwide interest.



DhabiJet – a trade story

Press launch at EBACE Show



JETability – change of direction for heritage company

Sell in to industry and media.

RAes launch in Marshall room



New association on the horizon

Press conference at NBAA

Establishing a brand and messages





When good work goes bad, and how to rescue it

Show News – 19 May, 2011

AVIATION WEEK BCA SHOWNEWS

THURSDAY, MAY 19
EBACE 2011

'It's the Economy, Folks'
Bill Boisture is still waiting for financing to get easier. —Page 6

Slovenia for Fast-Movers
Elt'Avia boss finds regulatory climate better there. —Page 10

Scimitar Winglets Fly
Latest Aviation Partners design flies on a Hawker. —Page 10



Cello Flies The Queen
Young company handles historic Royal visit to Ireland. —Page 11



Steve Jones (left), general manager of Al Bateen Airport, signs the deal with Jet Aviation president and CEO Peter Edwards.

Jet Aviation to Run FBO at Al Bateen

Signed at the show yesterday, a new lease agreement will see Swiss-based Jet Aviation provide aviation services from Al Bateen Executive Airport (Booth 336), Abu Dhabi, starting later this year. As the airport's first independent MRO provider, the newly formed Jet Aviation Abu Dhabi will offer line maintenance, while staffing services are to be supplied through Jet Professionals, a subsidiary of Jet Aviation Group.

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Jet Aviation MRO, Services for Al Bateen

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TODAY'S NEWS TODAY: EBACE DAY 3

With distribution supported by **Luftansa Technik** and **Flightglobal**

FLIGHT 18

EVENING NEWS 2011

AI Bateen adds FBO services
The newly launched Dubai Jet Roadbase operator provides for all Bateen airport in Abu Dhabi could become a global brand. The specialist business aviation airport's vice-president, Mohammed Bateen, said the high-quality brand offering the same level of service, consistency and attention to detail that has seen the Gulf carriers dominate the land and airside awards could be added to its other airports. Meanwhile, earlier today Al Bateen added two new MRO providers to its brands. The first was an aviation offering line maintenance and a branch office joined to its existing FBO service. The second was India's for World, (see story page 4). Jet Aviation is also to base its Jet Professionals aviation staffing business from Al Bateen.

Ottawa dims Diamond jet
Diamond's hopes of re-launching its stalled C-jet programme have been dashed by the new Canadian government, although the Austrian-owned manufacturer has vowed to continue the battle to bring the single-engine aircraft to market. Diamond has been developing the D-30, which first flew in 2006, at its London, Ontario factory and had earlier this year reported to Ottawa for a \$20 million loan towards the \$60 million it needs to save the programme to certification. However, Diamond Canada chief executive Peter Maurer revealed on 17 May that industry minister Tony Clement had turned down the request. Diamond laid off 233 employees in May, leaving just 400 staff to the D-30.

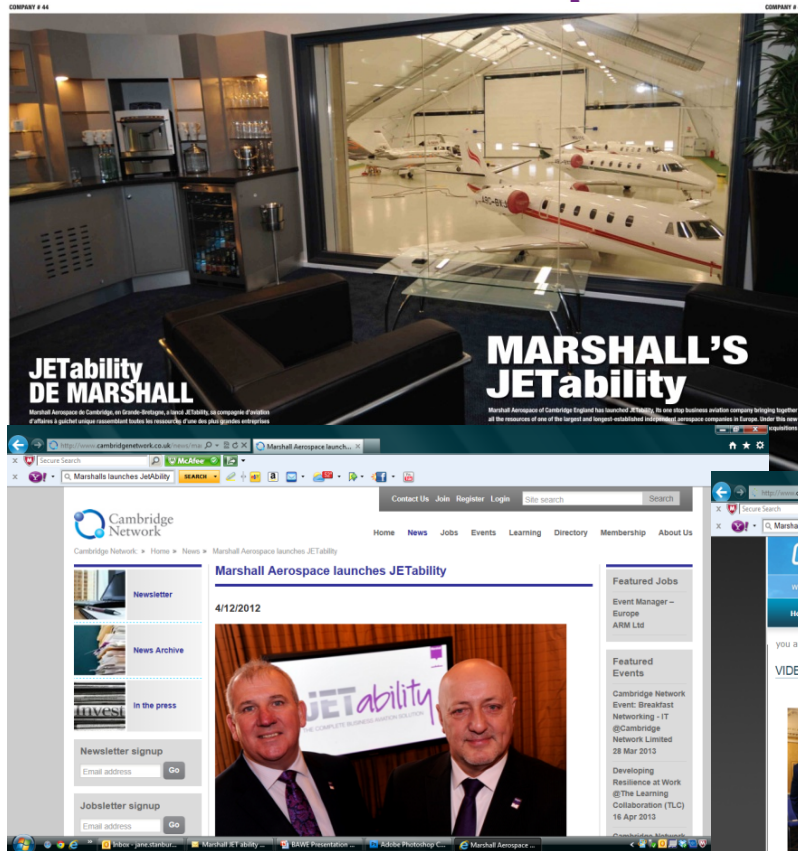
Incentives to upgrade
FMS HD
SALAVONICS

Booth 629

JETability

THE COMPLETE BUSINESS AVIATION SOLUTION

Presenting a brand



JETability DE MARSHALL

Marshall Aerospace of Cambridge, an Airbus Group company, is a leading JETability, the complete business aviation solution. Efficiency is a key concept associated with the network of 400+ private jet service providers.

MARSHALL'S JETability

Marshall Aerospace of Cambridge is the largest and longest established independent aerospace company in Europe. Under this name all the resources of one of the largest and longest established independent aerospace companies in Europe. Under this name



EUROPEAN BUSINESS AIR NEWS

ISSUE 234 EUROPE ■ RUSSIA ■ MIDDLE EAST ■ AFRICA MARCH 2013

NetJets launches card for same day returns

NetJets Europe has launched a Private Jet Card product for prospective customers wishing to carry out return flights within the same calendar day, using its Citation Bravo aircraft. The Return Flight Card will be available to customers on light cabin aircraft and will benefit those flying on routes starting and ending in the same city.

Starting at €16,000 for 25 hours of flight time over a 24-month period, the new product will enable customers to fly a same day return journey – consisting of two or more flight legs.

Marine Eugene, sales director, says: "We know there is a strong demand in the market for same day return flights, so we decided to create this competitively priced product in response to customer feedback. As the leader in the industry we are committed to keeping our proposition flexible and cost-efficient; this is why it makes sense to trial this card."

Customers who make regular return trips from cities such as Paris, London, Geneva and Munich can benefit from a 15 per cent reduction in price in comparison to NetJets Europe's 25-hour Private Jet Card. "The new card is likely to suit customers in the finance and insurance industries as well as real estate, construction and manufacturing. It is not limited to these customers of course, but our flight analysis has shown that the majority of return journeys carried out over a 24-hour period are conducted by customers operating in these industries," adds Eugene.

ins at Uni-Fly

"Our maintenance facility for external customers is a relatively new addition to the company that we have built up over the last couple of years. Both business areas, helicopter operation and maintenance, are managed by some of the best people in the industry in this country, so the potential and the development possibilities are enormous," Andersen says.

"In total, I have lived approximately half of my life in Greenland, and over the last few years I did think a lot about returning to Denmark. So the job at Uni-Fly definitely was an opportunity to return home," he concludes.

Uni-Fly co-operates with companies such as Energinet, Dong, Vattenfall, Siemens, Vestas and Falck concerning a variety of helicopter operation tasks.

Corporate Jet Investor

WHERE BUSINESS JET BUYERS MEET FINANCIERS

Home News Get started Buy a jet Helicopters Deal insight Find finance Events

you are here: home > news > video: marshall aerospace launches jetability business jet brand

VIDEO: Marshall Aerospace launches JETability business jet brand

publication date: Dec 4, 2012 | author/source: Alex Andrews & Terry Spruce | Previous | Next

Marshall Aerospace has launched JETability, a business aviation solution that combines the resources of the aerospace company into a "one stop shop" for the private jet sector. The services available from and through JETability include aircraft management, maintenance, MRO, chartering, sales, concierge and consultancy.

This news follows Marshall's announcement in October that it had consolidated all of its business aviation-related activities at Cambridge Airport under the management of Steve Jones, managing director (pictured right w/ Steve Fitz-Gerald, CEO).

"JETability is our commitment to develop further business aviation in Cambridge, expand our portfolio of services and develop a top-ranked FBO in conjunction with our partner ExecuJet," said Fitz-Gerald.

The JETability brand was unveiled at the Royal Aeronautical Society in London on Friday 30 November 2012 and will operate under the leadership of Jones, who you can watch being interviewed by Corporate Jet Investor in the video below.

Marshall Aerospace launches JETability

During a long career at Airbus, Andersen has worked for the Danish Air Force, as an airport manager while he was responsible for daily traffic, including collective bargaining and day-to-day operation and maintenance for external customers and, in 2011, was appointed an authorised Piper service centre.

The MOST Points.
Quadruple Rewards on AVCARD transactions at any Air Elite Network FBO

The MOST Places.
Land FlyBuys Rewards all over the World

Emerald
MEDIA

Maximise your presence at Air Shows – be colourful, stand out



Maximising your presence at air shows

Remember - The early bird gets the worm.

Do your homework - Make contacts with the press, especially the show dailies, months ahead. Which writer is covering avionics, helicopters etc .

Recruit a PR agency - if you don't have in-house capability. They know the media/ their preferences.

Arrange a briefing – do this weeks ahead of the event. Ask for embargos if news is time sensitive.

Provide good supporting images– 1MB minimum and for print the largest you have.

Be considerate with a journalist's time - EBACE Show - 450 exhibitors/21 hours working time.

Press 'news' briefings by 10.30 am – for show dailies or noon at the very latest.



National Press



National Press – be realistic

- Business aviation still viewed as being for elite, fat cats
- Few dedicated air transport correspondents
- What do the national press like ?

Trend stories – new markets; humanitarian support, sadly - crashes

They do follow aviation magazines/twitter/linked-in

Invites to network events to get to know the industry

Good spokespeople for the industry important for them



1. Make sure you are ready.
2. Supportive/relevant photos – send low res but web link high res
3. Mark up release and caption clearly in the email text. Think of the 700 releases a writer will get at a show
4. Appropriate spokesperson available for interview as soon as a release is issued.
5. Respect a journalist's deadline.
6. Prepare a Q and A if the subject matter is controversial.
7. Invest the time to get answers in advance.
8. Send press releases as pasted documents but also attach as Word documents
9. Brief a writer, even off the record and under embargo, to help them allocate space.
10. Date releases and always add a contact number at the bottom. Mark release subject clear in email intro.



The Don'ts

1. Send a good news release out on a Friday afternoon.
2. Make claims in a release you can't back up.
3. Waste a journalist's time with a press release that has no news.
4. Underestimate the value of freelance writers
5. Fill a press release with long-winded, self-congratulatory quotes by executives – use a professional PR or trained writer – keep headlines short
6. Try to control the exact wording of a story, by demanding to review and approve copy prior to publication.
7. Bury the main thrust of the news under several paragraphs of long-winded background.
8. Agree to buy advertising in return for editorial coverage.
9. Just send out one press release a year and expect instant coverage.
10. Omit important details such as product/contract prices and names of clients.

Thank you for your attention ...

... Any questions ?