

Aviation-Event Media Solution



media hub for the Aviation industry



ASOCIAȚIA AEROPORTURILOR DIN ROMÂNIA

www.aviation-event.com

AE 2024 RMO Review Document and Video



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EVENT

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Chisinau
AIRPORT

#AviationEvent



AVIATION-EVENT 2024 RMO
REVIEW DOCUMENT



Aviation-Event 2024 RMO, 30 May 2024
Host: Chisinau International Airport | Republic of Moldova
Venue: Radisson Blu Leograd Chisinau

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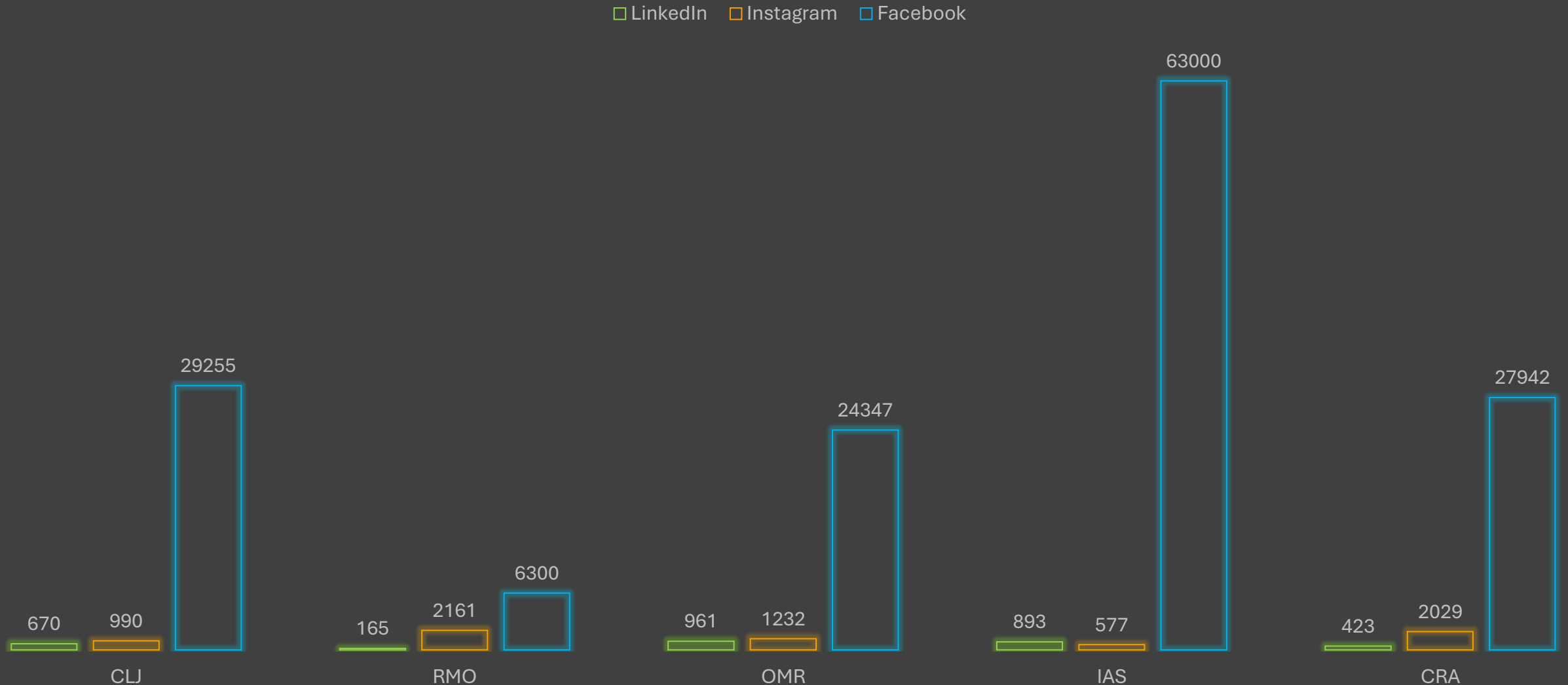
Aviation-Event 2024 RMO

REVIEW 2024

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Overall preview and current analysis



Comparative Analysis



Cluj Avram Iancu International Airport (as per August 2024)

- LinkedIn: ~670 followers
- Instagram: ~ 990 followers
- Facebook: ~ 29.255 followers



Vienna Airport (as per August 2024)

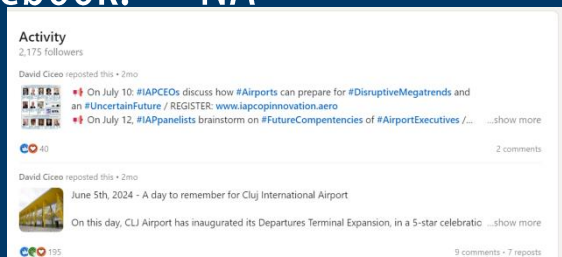
- LinkedIn: ~19.000 followers
- Instagram: ~ 19.700 followers
- Facebook: ~ 104.000 followers

Comparative Analysis



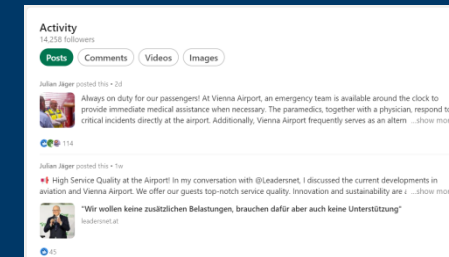
David Ciceo, CEO, Cluj Avram Iancu
International Airport
(as per August 2024)

- LinkedIn: ~ 2.175 followers
- Instagram: ~ NA
- Facebook: ~ NA



Julian Jäger, COO & Joint CEO, Vienna
Airport
(as per August 2024)

- LinkedIn: ~14.258 followers
- Instagram: ~ 1.493 followers
- Facebook: ~ 4.984 followers



Proposed services and content strategy

1. Content Strategy:

- Establish a content calendar with consistent posts focused on flight updates, airport services, and upcoming events.
- Develop captivating content, including videos, stories, infographics, and customer testimonials.
- Encourage followers to share their own experiences.

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Proposed services and content strategy

2. Audience Engagement:

- Implement interactive elements like polls, Q&A sessions, and live streams to engage directly with the audience.
- Develop a strategy for quick and thoughtful responses to comments, messages, and reviews.
- Initiate programs that foster community, such as loyalty rewards and shout-outs for frequent travelers.

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Proposed services and content strategy

3. Campaigns and Promotions:

- Design and roll out targeted campaigns during holidays, peak travel seasons, and special events.
- Boost engagement and grow the follower count through exciting contests and giveaways.

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Proposed services and content strategy

4. Analytics and Reporting:

- Regularly monitor and analyze KPIs such as likes, shares, comments, and follower growth.
- Provide comprehensive monthly reports that assess the effectiveness of social media activities.

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Budget and Pricing

BASIC 499 EUR/MONTH

Ideal For: Small regional airports or airports with limited social media needs.

Content Calendar & Posting: Creation and management of a basic content calendar with up to 4 posts per month across major social media platforms (e.g., Facebook, Instagram, Twitter).

Graphic Design: Custom graphics for social media posts, such as banners, infographics, and simple visuals.

Community Management: Basic monitoring of social media channels with response to comments and messages during business hours.

1 Journalistic publication to be made every quarter

PREMIUM 1.499 EUR/MONTH

Ideal For: Large international airports that require a comprehensive social media strategy and advanced services.

Comprehensive Content Management:

Management of an extensive content calendar with up to 10 posts per month.

Graphic Design & Video Production: Creation of high-quality, branded graphics and professionally produced videos.

Full-Service Community Management: community management, including handling all comments, messages, and reviews across platforms with guaranteed response times.

Campaigns & Promotions: Design and execution of seasonal campaigns, contests.

4 Journalistic publication to be made every six months

STANDARD 999 EUR/MONTH

Ideal For: Medium-sized airports looking to increase engagement and build a stronger social media presence.

Content Calendar & Posting: Management of a more extensive content calendar with up to 6 posts per month.

Graphic Design & Video Editing: High-quality custom graphics and short promotional videos tailored to the airport's branding.

Community Management: Active monitoring and engagement, including real-time responses to comments, messages, and reviews.

Interactive Content: Creation of polls, surveys, and quizzes to engage the audience

2 Journalistic publication to be made every quarter

Media Partners



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MEDIA PARTNER

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