Input paper for the following Committee(s): Purpose of paper:

**□** ARM **□** ENG **🗸 PAP** **🗸** **Input**

**□** ENAV **□** VTS □ Information

Agenda item 4.10.5

Author(s) / Submitter(s) Secretariat

Communications

# Background

IALA has two main databases:

-Master Database: with contact details for head of members

-Committee Database: with contact details for all committees and workshop participants

To promote an IALA event, the procedure is to send an informative e-mail to the head of members and each committee list of participants from all previous committees back to the last 4 years.

The mailing indicates the date and place of the events and the input papers submission dates. General invitation letters to committee meetings are provided for administrative purpose, attached to the e-mail and downloadable on the website.

Hotels information are also available on the website, under the contact section, no login required (action item from PAP36) and the committee meeting docs section.

The workshops and seminars are also posted on the IALA Website in the Calendar and possibly in the News and the company page on LinkedIn.

The timing for promotion is normally as such:

* 4 months ahead for a workshop or seminar (+ 1 or 2 reminder)
* 3 months ahead for committee meetings (+ 1 reminder)

With the multiplication of events, a specific timing may be needed to avoid too many mailings at the same time.

A timeline of preparation with dates for promotion of events could help (flyers for promotion purpose will need to be ready on time)

Events can and should also be promoted through the IALA e-Bulletin and printed Bulletin.