



Communications & Engagement Planning - COVID-19 Pandemic

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ICCAN Board meeting – 29 April 2020



ICCAN Comms & Engagement Objectives

Objectives during COVID-19 pandemic in 2020

- **Update ICCAN's stakeholders** and key audiences on changes and revisions to our work programme
- **Support and promote ICCAN's research** into aviation noise during the COVID-19 'slow-down'
- **Raise a debate about what the future might look like** and choices that lie ahead as we recover and as technology develops
- **Promote ICCAN's publications** and warm up stakeholders as they are launched during the coming months
- **Publish and promote new content** about aviation noise and our campaign about ICCAN and its role when it is appropriate
- **Maintain relationships with MPs and other politicians** that we have established and use their networks and channels to support our work



Plans and activities

Media (May to July)

- Rob to write letter to airlines and airports urging them to follow the example set by Austrian airlines and others and retire old aircraft fleets. News release to key trades and transport correspondents
- Article/interview with Rob on impact of the lockdown on noise, suggesting ways this could change attitudes and how the aviation industry is shaped once we recover
- Piece/blog on how the COVID-19 pandemic may accelerate new developments like air taxis and drones, as people become more reluctant to travel, which could increase the noise in all our skies dramatically unless we take action to regulate them properly
- News releases on metrics and other reports as they are published.



Plans and activities

Digital (May to Dec)

- Publish new content on our website on aviation noise, how it is generated, monitored and measured
- Launch our promotional material – animated video, GIFs, noise monitoring film – on Facebook and our channels when it is appropriate
- Continue to issue our e-Newsletter to keep people updated on our work, including changes to publication dates and the research we're doing during the lockdown
- Use our social media channels to continue to promote our engagement, as it starts to build back up again and how we are using online technology to meet with stakeholders.



Plans and activities

Engagement (May to Dec)

- Write to MPs on a regular basis to keep them updated on our publications, activity and to ask them to promote any surveys we do on the slowdown with their constituents
- Work with core MP supporters to plan for an event later in the year – possibly to be held online but ideally face to face
- Build our engagement back up with stakeholders of all types over time using online technology to feed into our project work as well as keep in touch
- Work with airports, ACCs, noise fora and other community groups to research and plan our review of engagement.



Evaluation framework

Comms Objectives	Key metrics – examples we will use to evaluate
<ul style="list-style-type: none"> • Update ICCAN’s stakeholders and key audiences on changes and revisions to our work programme 	<ul style="list-style-type: none"> - e-Newsletter open and read rate - Social media reach and engagement - Website visitors - Blog stats
<ul style="list-style-type: none"> • Support and promote ICCAN’s research into aviation noise during the COVID-19 ‘slow-down’ 	<ul style="list-style-type: none"> - Survey responses - Social media reach and engagement - e-Newsletter open and read rate - Blog stats
<ul style="list-style-type: none"> • Raise a debate about what the future might look like and choices that lie ahead as we recover and as technology develops 	<ul style="list-style-type: none"> - Media coverage / articles - Shares of key content, e.g. infographics, videos - Social media reach and engagement - Stakeholder feedback - e-Newsletter open and read rate - Website page views, dwell time, engagement with content - Blog stats
<ul style="list-style-type: none"> • Promote ICCAN’s publications and warm up stakeholders as they are launched during the coming months 	<ul style="list-style-type: none"> - Media coverage / articles - e-Newsletter open and read rate - Shares of key content, e.g. infographics, videos - Social media reach and engagement - Stakeholder feedback
<ul style="list-style-type: none"> • Publish and promote new content about aviation noise and our campaign about ICCAN and its role when it is appropriate 	<ul style="list-style-type: none"> - Website page views, dwell time, engagement with content - Social media reach and engagement - Stakeholder feedback - Blog stats

Discussion

