

EASTERN IOWA AIRPORT



Presented by EM Workshop Group 4

Planning Process

Planning with our group

- Organizational one note
- Assigning roles/falling into natural roles
- Collaborative effort

Client relations

- Working with a budget
- Flexible
- Email as primary use of communication

Scheduling

- IMU events and catering
- Reserving space and time
- IMU was the perfect fit for foot traffic



Choices made & Tools Used

- IMU: Why?
 - Location
 - Traffic
 - Stop and go aspect
- Food aspect
- Giveaway aspect
- Paper airplane competition

Challenges overcome

- Family emergency with client
- New people showing up day of
- Travel agency issues
- Stair truck
- Wind



Marketing process- Kayla

- 2 Emails
- Social Media Posts
- Flyers



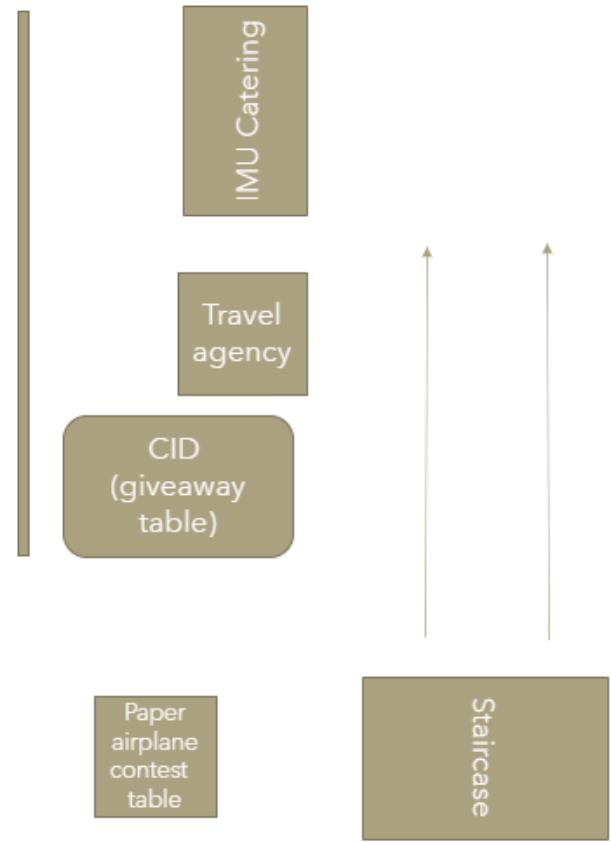
Team Roles

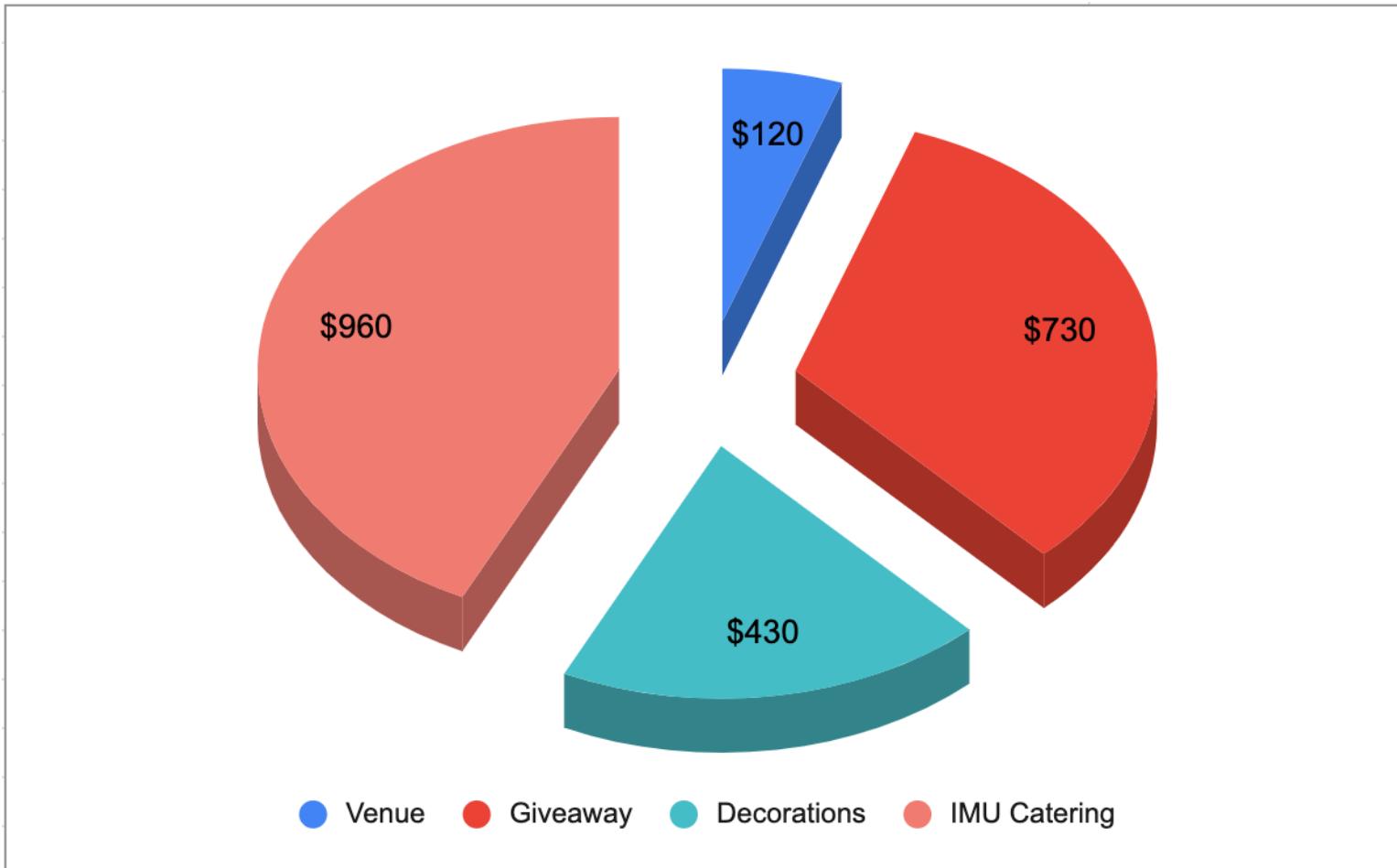
David: Team Leader	<ul style="list-style-type: none">• Communication with Pam• Assigned tasks, meetings
Paola: Budgeting	<ul style="list-style-type: none">• Paper airplane contest table
Maddie: Venue	<ul style="list-style-type: none">• Rules, regulations, pricing, decor
Kayla: Marketing	<ul style="list-style-type: none">• Poster, email
Ainsley: Crisis Management, Sustainability & Guest Experience	<ul style="list-style-type: none">• Information table, guest sign-up form
Megan: Vendors	<ul style="list-style-type: none">• Paper airplane contest table

Our Event

- April 3rd
- Setup: 1:30pm
- Event: 3:00-6:00pm
- Teardown: 6:00pm
- Budget: \$3,000
- Vendors: IMU Catering, Destinations Unlimited Travel Agency
- Other tables: Paper airplane contest, information on flight/D.C.







Catering

- Grilled Cheese Bites
- Cupcakes
- Cookies (GF)
- Sparkling Punch
- Hot Cocoa
- Planned for 170 Guests





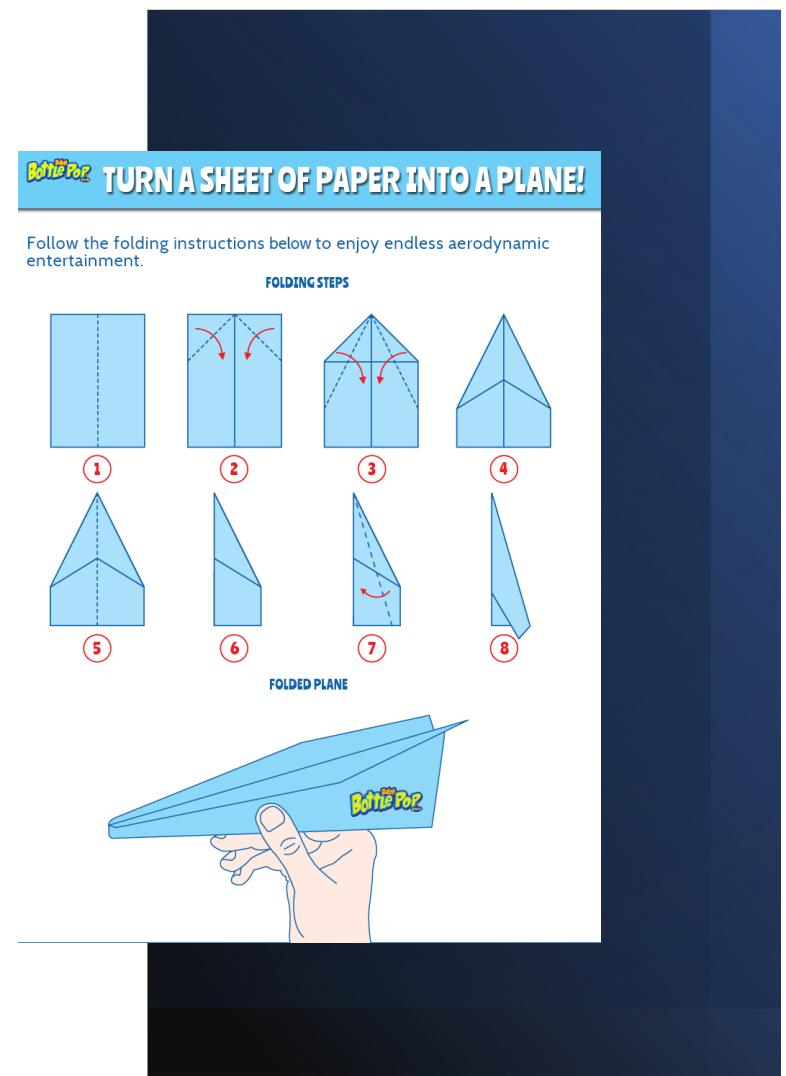
Information Table

- Flight times
- Where to stay
- Conferences to attend
- D.C. Experiences
- D.C. for Foodies
- D.C. for Historians
- D.C. for Families

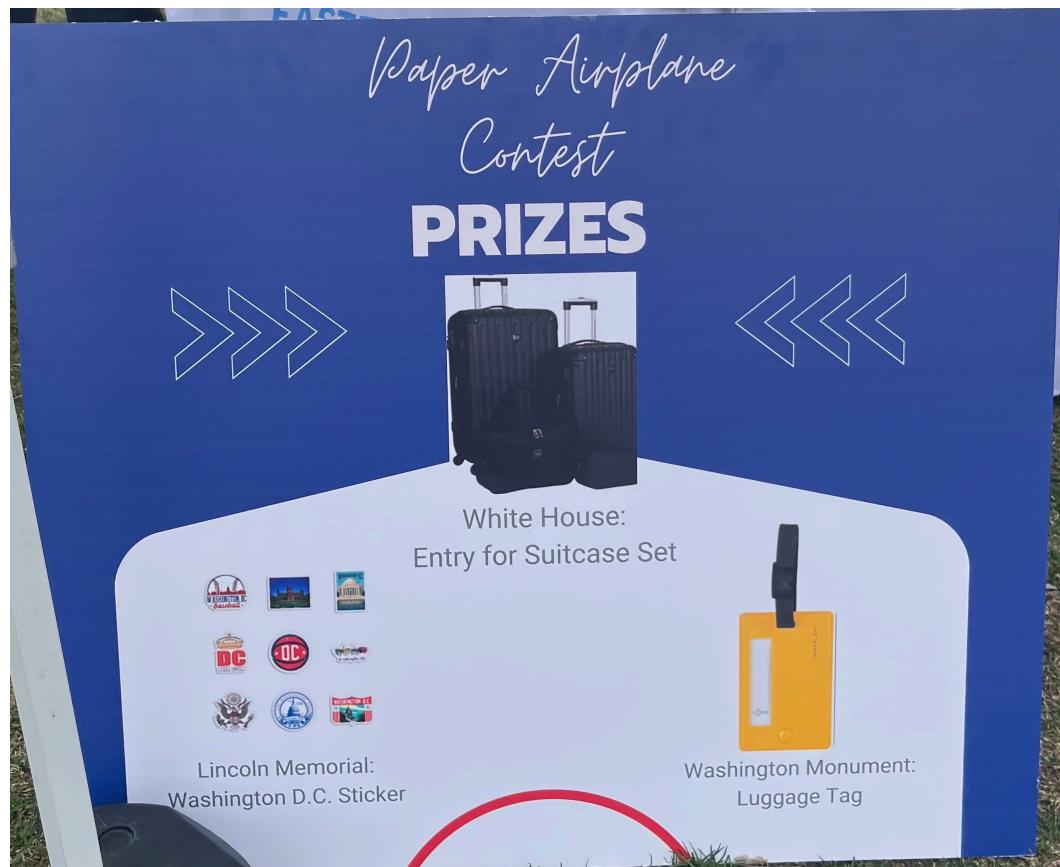


Paper Airplane

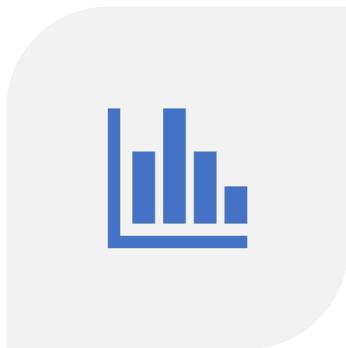
- Make a paper airplane
 - People also used paper airplanes that were left behind
- Survey provided positive and negative feedback
- Some issues encountered:
 - Wind
 - Misinformation on the prices and how you would be entered to win the luggage set



Paper Airplane Contest Prizes



Outcomes



GOOGLE FORM TOTAL: 175
RESPONSES



ATTENDANCE: ~ 200
GUESTS



SWOT Analysis

Successes-

- Informative- families were unaware and feel excited to take their kids to Washington DC
- Several people entered the giveaways
- The catering was replaced and kept warm throughout most of the event

Weaknesses-

- Miscredited with some of the staff working at the event
- Travel agent staff were late
- Sternos were blown out because of the wind
- Unexpected charges on the bill for equipment use
- People that stopped to get food without participating in the event

Opportunities-

- Brochures were not present at our event and would have been able to promote the regional airport
- Student tours on campus, promoting the event
- Unexpected hospital traffic

Threats-

- Iowa River Landing Welcome Home Event for Iowa Women's Basketball NCAA Championships
- Weather- windy
- Unexpected family emergency preventing our partner from being present at the event
- Sharing space with a group of middle school boys playing baseball

Lessons Learned

What did we gain from this experience?

- We learned to communicate with vendors about what time they are setting up and tearing down their tables
 - e.g., IMU Catering, Travel Agency
- We now know to ask for day of contact person for the venue to ensure supplies arrived in promptly manner
 - e.g., folding tables, trash/recycling
- We created impromptu, or on the spot plans, for when tasks don't go as we intended them to
 - e.g., balloon arch, sterno's at catering table, QR codes, limiting # of food per guest
- We learned to be more specific with our marketing of prizes and any giveaway items
 - e.g., it wasn't clear to all guests that you had to toss a paper airplane and land at the 3rd market to be included in drawing for luggage set