



SkyTeam internal events guide



SkyTeam internal events

Why hold a SkyTeam internal event?

We know that a strong awareness and understanding of SkyTeam and its benefits can help us all give customers a seamless end-to-end experience – whether they are travelling exclusively on your airline or connecting with other alliance members.

That's why we want to help your colleagues be knowledgeable about SkyTeam and feel proud to be part of an exceptional airline alliance.

SkyTeam has therefore developed a full suite of resources to support any employee events you are planning. Whether you want to organize something as small and informal as a pop-up exhibition stand in your employee common areas, or as big as a roadshow event. It might be right for you to include a presentation or conversation in an existing conference or regular team meeting, or you may want to create a bespoke event or activity dedicated to SkyTeam.

This step-by-step guide is designed to help you think about what kind of SkyTeam event you would like and how to organize it.



Where do I start?

- 1 Read through this guide and identify what kind of event might work best for your airline and how you would like SkyTeam to be involved.
- 2 Contact Klara Zakis, Manager PR & Internal Communications to get advice and kick off your planning: klara.zakis@skyteam.com
- 3 Work with SkyTeam to make it happen!

Nine steps to building your SkyTeam staff event

Use these steps to help create your event.

Every airline is different, but in our experience, expect your event to take a least three months to organize.

On the day

- STEP 7:** Will there be takeaways at the event?
- STEP 8:** How will you document the event?

Before

- STEP 1:** Who do you want to invite?
- STEP 2:** What information would you like to share?
- STEP 3:** What event style will suit what you want to achieve?
- STEP 4:** Where and when can you hold the event?
- STEP 5:** What will be the running order for the event?
- STEP 6:** How will you promote it?

After

- STEP 9:** How will you communicate post event?



Who do you want to invite?

- Who would you like to target this event at?
- What do they already know about SkyTeam?
- What else would you like them to know about SkyTeam?

Take a look at the topics on page six to see what information is available. And remember to send your invitation out early - there is an invitation email template you can use if you wish (see page 10).



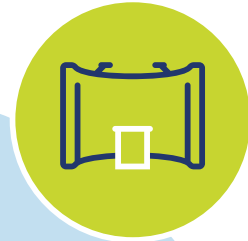
Possible employee audience types to consider

- Managers and H staff
- Customer service agents
- Flight attendants
- Airport front-desk
- Support teams
- Sales representatives



What information would you like to share?

What do your colleagues most need to hear? We have materials and information that cover everything from the basics about our alliance and its benefits, to a comprehensive explanation of specific products and services. Take a look at page six for more information. You can also create your own materials and send them to SkyTeam for approval.



Available materials

For every topic there are various resources available on SkyTeam's brand portal to support your event. In some cases, these materials have been translated into multiple languages. There are:

- Presentation PowerPoints
- Brochures
- Facts sheets
- Videos
- Animations
- Infographics
- Posters
- Roll-up banners
- Pop-up wall





SkyTeam Essentials

Everything you need to know about who we are, what we do and the benefits of the alliance.



Customer Experience

Everything you need to know about how we create a more seamless, global experience for our customers.



Technology

Everything you need to know about the crucial role technology is playing to help achieve SkyTeam's future ambitions.



Commercial

Everything you need to know about SkyTeam's multi-airline commercial solutions.



Employee Engagement

Everything you need to promote your event and make it memorable.



Available topics:	Available topics:	Available topics:	Available topics:	Available materials
<ul style="list-style-type: none"> • Alliance Facts • Brand • Individual Alliance Member Facts • Latest News • Next Generation • SkyTeam Anniversary • SkyTeam MyTeam Awards • Kristin Colville, CEO 	<ul style="list-style-type: none"> • Airport • Baggage • Lounges • Loyalty • SkyPriority • SkyTeam Rebooking • SkyTransfer <i>(available from mid-2019)</i> 	<ul style="list-style-type: none"> • Digital Spine • Seamless Ancillaries 	<ul style="list-style-type: none"> • Corporate Agreements • Global Meetings • Round the World • SkyTeam China Corporate Connections 	<ul style="list-style-type: none"> • Promotional Communications • Interactive Activities • Branded Gifts/Giveaways



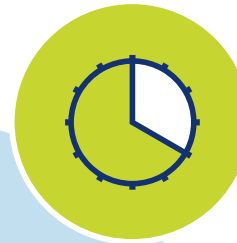
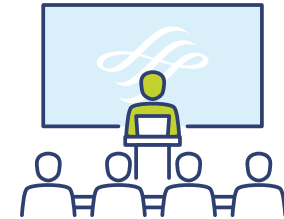
Download the materials via:
brandportal.skyteam.com

The topics on this page represent a sample of what is available on SkyTeam's brand portal. New topics and supporting materials are frequently being added so check the brand portal regularly for the most up-to-date information.



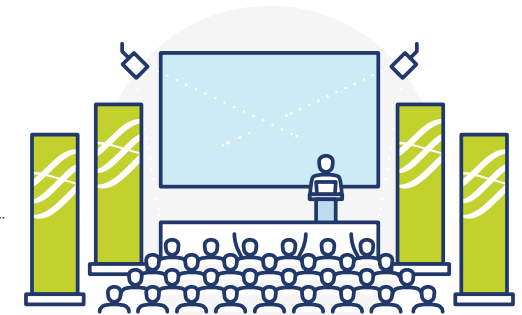
What event style will suit what you want to achieve?

- How can you successfully reach your target audience?
- How will your employees best be able to engage with the information?
- Is it through a specific meeting, conference or event?
- Is it something that is already planned and in the calendar?
Or is it a special, dedicated event that needs to be planned?



Activity examples

- Pop-up information stand in employee common areas
- 5-minute team briefing sessions in regular stand-up briefings or meetings
- 30-60 minute presentation or breakout (as part of an existing event or special gathering)
- 2-4 hour roadshow or conference-style event
- Special 'experiential' space where employees come and go throughout a day or specific period of time
- Townhall Q&A





Where and when can you hold the event?

- What area/space can you hold the event in?
- How far in advance do you need to book it?
- Does the area or space need SkyTeam branded materials to bring it to life?
- Is there a particular time of year when more people would be able to attend?
- Do you need to allow for extra time to put special arrangements in place so certain audiences can attend? For example, those on schedules.
- Who do you need to help organize the event?

What will be the running order for the event?

- Who will speak on the day?
- What activities will take place?
- In what order will this happen?
- Does your event need a host or is it informal?





How will you promote the event?

- Have you contacted your SkyTeam Manager, alliances team, or your Internal Communications team for support?
- How will you spread the word to ensure the event is well attended?
- Would incentives such as food, entertainment or prizes be important to encourage colleagues to attend?

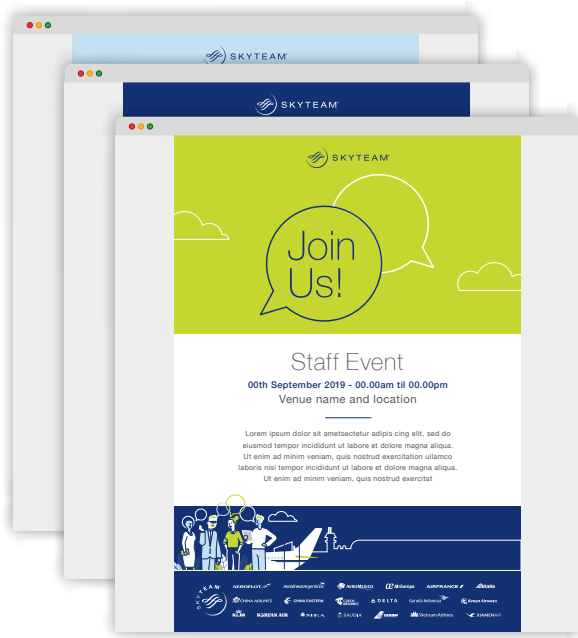
Promotion and communication ideas

- Email a 'teaser' invitation about your briefing or presentation to build excitement or intrigue prior to the event
- Use posters and intranet banners to build awareness of the event
- Invite colleagues to submit questions in advance of the event
- Hold a light-hearted quiz to get people thinking about how much they already know about SkyTeam
- Get managers on board by communicating the event and providing them with details and key messages in advance
- Ask managers to host 5-minute conversations about SkyTeam in their regular team briefings and conversations in the weeks before the event





Available promotional materials:



Event invitation templates



Digital banners and social media imagery



Promotion poster templates

Download the materials via: brandportal.skyteam.com



Available interactive activities:

Can you match the badge to the uniform for our 19 member airlines?

Journeys Powered by SkyTeam

The Game

Start

Caring More About You.
See them in the service dedicated to providing passengers with a premium travel experience. Thank you for choosing SkyTeam. We're glad you're choosing us. We'll make sure you have the best experience possible. We'll make sure you have the best experience possible. We'll make sure you have the best experience possible.

You have a Go Round the World Pass.
This is a special privilege. You can travel to 120 destinations worldwide with our Go Round the World Pass. You can travel to 120 destinations worldwide with our Go Round the World Pass. You can travel to 120 destinations worldwide with our Go Round the World Pass.

You are a High Value Customer.
This means you can benefit from SkyTeam's elite and expert treatment at more than 100 airports across the world. SkyTeam's elite members can benefit from SkyTeam's elite and expert treatment at more than 100 airports across the world. SkyTeam's elite members can benefit from SkyTeam's elite and expert treatment at more than 100 airports across the world.

SKY PRIORITY

YOU ARE USING THE STAR ALLIANCE APP - GO BACK 3 SPACES

Time to start boarding.
Welcome to the lounge.
You are on the one single website - GO BACK 2 SPACES

You have just experienced a seamless connecting flight...
Your flight has been cancelled and the ticket desk is closed.
YOU BOOKED A SELF-CONNECT JOURNEY AND WOULD HAVE FLIGHT + SHOP NEXT TIME

Go straight to finish.
Your bag has just come out first on the belt.

Finish

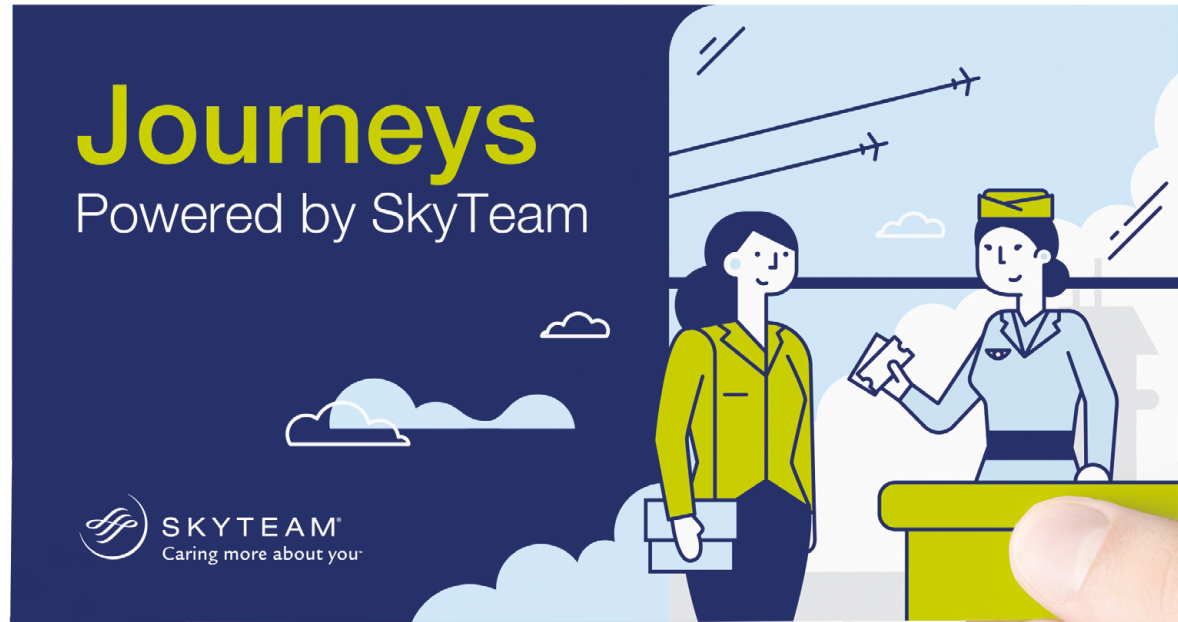
YOU ARE USING THE STAR ALLIANCE WEBSITE - SHOP THE NEXT TIME

Download the materials via:
brandportal.skyteam.com



Will there be takeaways at the event?

- Would you like handouts on specific topics for participants to take away with them?
- Would you like to give a small branded gift for people to remember your SkyTeam event?



↓ SkyTeam has a range of materials available for you to use.
Visit: brandportal.skyteam.com

↓ For branded gifts visit:
skyteam.jordenen.com



How will you document the event?



- Take photos and videos
- Note down any Q&As
- Collect feedback about the event by asking employees before and after questions – using evaluation forms, quizzes or through face-to-face conversations

Photography dos and don'ts



Avoid photos with empty seats...



...or photos that make a venue look half empty



Don't use blurry photos



Avoid using low resolution photos



Avoid anything distracting in the background



Get closer and fill the frame with people



Offer a mix of posed and candid shots



Use photos that capture the spirit of the event



Focus on the interactivity between attendees



How will you communicate post the event?



Share it with SkyTeam

Once you've held your activity, share your photos, feedback and stories with Klara at SkyTeam. That way we can share your experience with the other member airlines and continue to celebrate and improve the way we communicate as an alliance.



Employee communications

Events – however big or small – are always a great kick-starter for further communications and activity. Maintain the momentum by re-sharing the key messages, photos and summary of your event with employees afterwards.



Post-event communication ideas

- Send a thank you note to participants – by email or a card
- Publish intranet, newsletter or magazine articles summarising the event
- Publish a photo gallery with short captions
- Share the key Q&As asked during the event
- Provide managers with key messages from the event to share with their teams

Contact SkyTeam and get started now!

Klara Zakis, Manager PR & Internal Communications

E klara.zakis@skyteam.com



Download the materials via:
brandportal.skyteam.com

