



## **WORLD AIRLINES CLUBS ASSOCIATION**

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### **Activity Report Vice President Public Relations**

#### **Annual General Assembly Kuala Lumpur, 04 – 08 OCT 2009**

Since the last report in September 2008 prior to the Annual General Assembly in Nassau, following activities were performed by VP Public Relations:

#### **1. WACA World News**

- 1.1. After the AGA in Bahamas, one edition of the WWN was produced and released in November 2008 compiling reports and photos from all events and tours around the Interline Celebration as well as reporting about activities from several clubs.
- 1.2. In edition 01/2009, published in spring this year, a special focus was given to the several events planned by our clubs for the year 2009 in addition to the general information and reports
- 1.3. Edition 2/2009 was edited and published in July.2009

Just as in the previous years, all editions were posted on the WACA website and distributed electronically to all clubs, Members of Honour and Members at Large. Hardcopies can be ordered at WACA Headquarters.

My best "Thank you" goes to all those, who supported our initiative in sharing their experiences on tours, informing us about news from their clubs and send as photos, documenting their impressions during their venues. All this material helps us to offer you an interesting and colourful publication.

#### **2. Communication**

Since my presentation about tools offered by modern technology which allow voice communication worldwide without charges, many of the EC-Members and lots of interliners are using these facilities. The possibility to speak free of charge around the globe via VoIP or "Skype" is becoming more and more efficient and helps us to improve our communication. The "Skype"-name can now be included in the WACA Contact – just inform our HQ Manager.

#### **3. WACA-Meetings**

Besides the EC-Meeting in Montreal in February of this year, I have participated at the Regional Meeting of the European Region in Vienna. When meeting the representatives of the member clubs it always gives us an opportunity to exchange ideas, receive suggestions and promote initiatives and events.

#### **4. Website**

##### **4.1. Maintenance and Updating**

I continue updating the general pages of our website, such as new contacts of EC-Members, next AGA's, charity programs, etc. All links to the member clubs are being reviewed several times during the year. Therefore it is very important to receive modifications of your contacts, your clubs website or any other information which will be of interests for all other members.

4.2. The Calendar of Events has been permanently updated together with the valuable support of HQ Manager Keith Miller. No new brochures/ programs or related documents will delay more than 48 hours to be uploaded, even during holidays or vacations. The "All Clubs Messages" are being posted by our HQ on regular basis.

4.3. Ongoing support was given on request to member clubs in designing and updating their own website.

#### 4.4. New WACA-Portal

I am happy to report, that the planning phase for the new WACA-Portal was completed in spring of this year.

All major functionalities of a full operating portal are included in the project. It will operate like a virtual office, facilitating the work of the EC and reducing expenses of the daily administration of our Association.

All observations, recommendations and ideas submitted by several members, delegates and experts were considered and included – mainly those related to the Calendar of Events, the Online Registration Form and the section of Reports and Photos.

##### For better understanding:

- We will have a general – public - part (front office), with contents similar to those of today, where everybody has access.
- Another part (back office) has restricted access rights in different levels (e.g. EC-Member, WACA-Reps, etc.)
- All those authorized in uploading material just as reports, photos, events – or also contacts, budgets etc. in the restricted area – will have access via the back office.
- The new portal is fully owned by WACA. It is not depending on the actual provider. This means, if tomorrow WACA decides to host the portal with another provider, in another country or server, or also change the URL (presently [www.waca.org](http://www.waca.org)), this can be done at any time without problems or additional costs. This differs from actual website running on IATA server, where we have neither access nor rights.
- The portal, amongst other, will contain:
  - Enhanced Calendar of events
  - Online• Reservation
  - Structure for online payments• (feature to be activated in future after decision and selection of financial provider)
- The Portal can be maintained/updated/enhanced from any personal computer system even other than Microsoft and his browser IE (e.g. Apple Systems, Firefox, Google Chrome, etc.) while the present site is running with MS Microsoft software and can be updated only with Internet Explorer.
- In addition to the features already mentioned, the WACA Contact will be loaded in the portal. It can be seen in the back office (authority needed), attending the data protection requirements.
- The programming in the back office will allow us to send mails to selected groups of Interliners, such as EC, WACA-Reps, Presidents, MaL', MoH's or to all of them. This will facilitate to send all needed information by anyone authorized at any time, without the need in copying addresses, etc.
- We will have enough "own" Email-addresses, whenever needed.

The implementation and tests of all functionalities (except online payment) will be within 3 months after release through the AGA. Unfortunately, however, the costs to set up such a complete portal exceed the authorized budget. Full overview of costs and possible ways of financing will be discussed during the AGA. Considering the financial situation, a final decision needs to be validated by the AGA – unfortunately resulting to another delay on the launching.

In the meantime, Maga has already contacted some institutions with the goal to get a sponsoring for this and for the ID-Card projects.

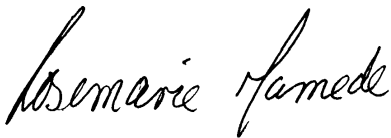
Furthermore, our portal can host paid publicity/promotions at any time to reduce the costs. On top, individual events can get sponsorships with advertising on the site of that event. On this way, the cost of that event can be reduced or better specific services be offered to our Interliners.

The budget planned for the current year for the portal (USD 2.000) was not used till now.

Finalizing my report, I would like to thank my EC-colleagues, my assistants Mia and Suhair and all interline friends for their continuous support.

Looking forward meeting you all in Kuala Lumpur!

Yours in Interlining



Rosemarie Mamede  
Vice President Public Relations

September 2009