



restricted area of the airport.

## **BACKGROUND OF THE EVENT**

### **1. Introduction**

The South African Civil Aviation Authority recognises that many young people in South Africa are in a process of being exposed to the aviation industry and its potential for career development. Young aviation professionals in piloting, engineering, air traffic control, and management, understand the challenges faced in this dynamic field. Through interactive workshops and engaging sessions, the 2024 Aviation Youth Show – Youth Month Celebration aims to inspire, guide, and educate the next generation about the diverse career paths available in aviation. The youth show will also share insights for young aviation professionals on how to navigate the challenges faced in the industry, empowering young enthusiasts to pursue their dreams effectively.

### **2. Objective**

- To educate and inspire learners and TVET college engineering students about the diverse career opportunities in aviation.
- To provide a platform for networking and mentorship between young aviation enthusiasts and industry professionals.
- To promote innovation within the aviation industry by fostering collaboration, facilitate networking opportunities with industry experts, and showcase emerging technologies to inspire creativity and problem-solving among young participants.

### **3. Target Audience**

Number: **900**

- High school learners (Grade 10 – 12 STEM subjects)
- TVET college mechanical and electrical engineering students
- UL Medicine students
- Young aviation professionals

### **4. Proposed theme**

Empowering Youth in Aviation

### **5. Social Media Activity Plan**

Aviation Youth Show – Youth Month Celebration, Limpopo Province, 13 June 2024, Polokwane Airport.

Targeted stakeholders- 500 x Learners (STEM Grade 10-12), 120 x higher learning students (Mechanical, Electrical and Medicine), 80 x young Aviation Professionals, 30 x SACAA ExCo, Officials, Young SACAA Professionals and 20 x exhibitors.

#### Deliverable Description

**Highlights Video** - Captivating 3–5-minute video showcasing the most exciting moments of the Aviation Youth Show. - Includes footage of aviation stand displays, interactive sessions, and participant interviews. - High-quality production with dynamic editing and music to create excitement.

**Social Media Run-Up Activities** - Series of teaser posts on social media platforms (Facebook, Instagram, Twitter) to build anticipation for the event. - Regular updates about featured activities, guest speakers, and special surprises (Would be nice to get a popular young person to attend and ‘mingle’, like Paxton Kgomo from Skeem Saam). - Engaging polls and quizzes to involve the audience and generate buzz.

#### Social media competition Enthusiast Photo Contest

Encourage attendees and online followers to capture and share their favorite moments from the Aviation Youth Show through captivating photos. Participants submit photos via social media using the event's official hashtag. A judging panel evaluates submissions based on creativity, relevance to the theme, and overall impact. Winner receives a prize such as a flight experience, aviation merchandise, or VIP access to attend the NGAP event 2025. Promoted through social media, event website, email newsletters, and press releases to encourage participation and engagement.

The outcome is to generate excitement, encourage active participation, and showcase the thrill of aviation through visual storytelling. This competition will enhance the overall experience of the Aviation Youth Show – Youth Month Celebration, enthusiasm for aviation among attendees and online followers while providing an opportunity for creativity and recognition.

**Media Activities Significance** for aviation education and youth empowerment in the province hence, we are hosting the Aviation Youth Show in celebration of June month which is a youth month- Arranging interviews for and/or print media.

Live Streaming - Live streaming of select sessions and demonstrations on social media platforms to reach a wider audience beyond the event venue. - Interactive Q&A sessions with experts and performers to engage online viewers in real-time. - Professional production ensuring clear audio and video quality.

Interactive Workshops - Hands-on workshops covering various aspects of aviation, such as drone piloting, aircraft maintenance, and flight simulation etc. - Facilitated by industry professionals and experienced instructors to provide valuable learning experiences for participants. - Registration system for participants to sign up in advance and secure their spot.

Budget:	Cost Centre Code:
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Prepared by: William Motale Date: 28 May 2024

Approved by:

	Mphatheli Danxa	28 May 2024
SIGNATURE OF MANAGER	NAME IN BLOCK LETTERS	DATE