

# PUBLIC & MEDIA RELATIONS

## NEW DELHI

Plenary report  
March 14-15, 2025





# PMR SC MEETING MINUTES

Meeting on March 13, 2025

- ➔ **Absence apologies received**
- ➔ **BYC`s (Motion #2)**
- ➔ **Legends of Ballooning (Motion #3)**
- ➔ **Champions of the Sky (Motion #4)**
- ➔ **Website stories**
- ➔ **PMR SC Members**

# Absence Apologies

Received from:

- Chair: Debbie Spaeth (USA) - online
- Jonathan Perron-Clow (CAN) - online
- Erwin Pellegrom (NED) - online
- Marina Kalousdian (BRA)
- Kim Magee (USA)



# BALLOON YOUTH CAMPS



Debbie Spaeth



# BYC REPORTS 2024

2 min presentations

- ➔ **USA** - Delegate: Andy Baird
- ➔ **France** - Delegate: Benoit Pelard
- ➔ **Germany** - Delegate: Uwe Schneider
- ➔ **Poland** - Delegate: Arkadiusz Iwanski





# BYC APPLICATIONS 2025

Financial Support - CHF 1,000 per country, up to CHF 4,000 in total

- ➔ USA
- ➔ France
- ➔ Germany
- ➔ Lithuania

PMR to request min. of 1 social media update during the camp from each organizer

- 
- ➔ Intention of India to organize first BYC (funding application for 2026)

# LEGENDS OF BALLOONING











Erwin Pellegrom

# LEGENDS OF BALLOONING

## About

- Inspired by GB Legends
- Publicly available database of:
  - Championship winners
  - Record holders
  - Hall of Fame Inductees
  - Sporting badges holders
  - etc.

Coupe Aéronautique gordon bennett Legends & History			HOME	THE RACE	EVENTS	LEGENDS	RECORDS
RECORD WINNER			MOST PARTICIPATIONS				
Competitor	Country	Count	Competitor	Country	Count		
Mr. Vincent Leys	 FRA	9	Mr. Wilhelm Eimers	 GER	31		
Mr. Josef Starkbaum	 AUT	7	Mr. Mark Sullivan	 USA	27		
Mr. Gerd Scholz	 AUT	6	Mr. Gerald Stürzlinger	 AUT	26		
Mr. Ernest Demuyter	 BEL	6	Mr. Kurt Frieden	 SUI	25		
Mr. Wilhelm Eimers	 GER	5	Mr. Christian Stoll	 SUI	20		
Mr. Pascal Witpraechtger	 SUI	4	Mr. Vincent Leys	 FRA	20		
Mr. Kurt Frieden	 SUI	4	Mr. Stefan Makne	 POL	18		
Mr. Jean-Francois Leys	 FRA	4	Mr. Ernest Demuyter	 BEL	18		
Mr. Sébastien Rolland	 FRA	3	Mr. David Levin	 USA	17		
Mr. Bernd Landsmann	 GER	3	Mr. Max Krebs	 SUI	17		



# LEGENDS OF BALLOONING

## Project status

- Data collected
- Technical connection to WMF profiles to be discussed with NTSC/WMF
- Graphic design concept to be decided
- Online placement in discussion: [watchmefly.net](http://watchmefly.net) / [balloonmuseum.com](http://balloonmuseum.com) (ABQ)
- Asking: Budget of 2000 CHF for graphic design and coding



# CHAMPIONS OF THE SKY



Hiromi Furukawa



Jan Suchy



# CHAMPIONS OF THE SKY

Video project of 2024 („Worlds on Air“)

- Live/Non-live content
- Continuity from Juniors' and Womens'
- Budget of CHF 3,500
- ~~Worlds on Air~~ >>> **Champions of the Sky**

FAI logo concept (GB like)



## MEDIA PROJECT: WORLDS onAIR

PMR  
ACTION POINTS

### Worlds onAIR:

- Commented daily summary from competition flights and other activities
- Balloon expert
- Collaboration with local professional video company

### Budget:

- CHF500: expert's travel expenses
- CHF2200-3000: video production

**TOTAL: CHF2700-3500**

### Objective:

To create engaging live and non-live content for FAI Ballooning's social media platforms during the 25th FAI WHABC in Szeged, Hungary.

The aim is to contribute to the brand awareness of FAI Ballooning and to highlight its contribution to the sport.



# CHAMPIONS OF THE SKY

## Video project of 2024

Ultramagic Balloons	1000 CHF
Cameron Balloons US	1000 CHF
Sparv Embedded AB	500 CHF

---

<b>Revenues</b>	<b>2500 CHF</b>
-----------------	-----------------

Video Team	2880 CHF
Balloon Expert	300 CHF
Final video Narration	290 CHF

---

<b>Costs</b>	<b>3470 CHF</b>
--------------	-----------------

---

<b>Actual PMR spending</b>	<b>1000 CHF</b>
----------------------------	-----------------

- Special offer from MotionCrew in 2024
- Sponsor territories: Continental vs. World
- Published:
  - FAI Ballooning Facebook + YouTube
  - FAI Air Sports Facebook + YouTube

*„We truly appreciate the effort and dedication that went into this project and look forward to future opportunities to collaborate.“*

*- Ultramagic Balloons*

*„Well-shot, well-edited, creative, interesting, exciting, and aesthetically pleasing. ... From my perspective, I believe it was a good investment in promoting our sport.“*

*- Cameron Balloons US*



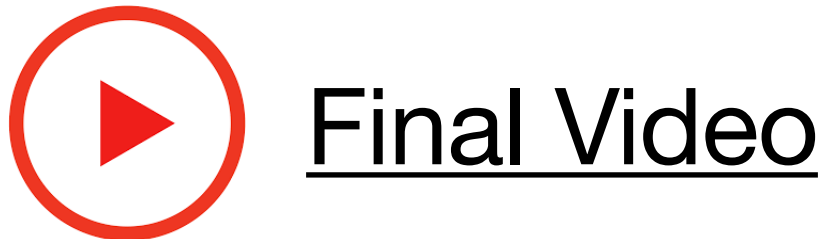
# CHAMPIONS OF THE SKY

## Statistics 2024

Video Title	Length (hh:mm:ss)	Total watch time (h)	Total views	Avg. watch time	Engagements	Shares
Pre event video	00:00:25	40.9	8,125	00:00:18	1,730	97
Opening Ceremony	00:00:53	27.3	4,023	00:00:24	427	49
Weather forecast for...	00:00:59	8.3	1,153	00:00:26	67	5
Good Luck	00:01:16	39.7	5,383	00:00:27	640	66
Stefan Zeberli	00:01:12	8.5	1,103	00:00:28	76	6
First flight??	00:03:17	34.2	1,923	00:01:04	139	15
First flight 10th PM	00:02:32	26.1	1,714	00:00:55	111	11
Mark Sullivan	00:00:56	19.9	3,480	00:00:21	274	22
Ultramagic	00:04:30	34.8	1,851	00:01:08	159	11
Cameron	00:04:37	41.8	2,075	00:01:12	157	19
Final video	00:08:30	148.1	7,148	00:01:15	958	87
Total		429.5	37,978	00:00:41	4,738	388

Total revenue	Total costs	CPM	Net CPM
2,500 CHF	3,180 CHF	CHF 83.73	CHF 17.91

- 11 videos (2 + 9)
- Watch time: 430 hours
- Views: 52,000
- Avg. watch time: 0,5 min
- Engagements: 4,200
- Subscribers: +88%



# CHAMPIONS OF THE SKY

## 2024 Learnings

- Only 1 platform for original content (YouTube of @FAI Ballooning)
- No sharing of original content with others
- Focus on individuals (interviews)
- Size of video team (more angles, quicker production)
- Higher pricing of sponsor packages
- Better collaboration with organiser
- Transportation of video team



# CHAMPIONS OF THE SKY

## Longterm plan

- Vision: PMR as a reliable partner for Organizers and Sponsors with solid follower base and reach outside ballooning community
- Goals:
  - Build up on previous experience
  - Support brand awareness of CIA within the community (through @FAIBallooning)
  - Improve image of ballooning outside of the community (through @FAIAirSports)
  - Increase follower/subscriber base
  - Improve KPI's as per analysis

# CHAMPIONS OF THE SKY

Europeans 2025

- Building on experience with MotionCrew (good collaboration, feedback, ...)
- In contact with Organizer - form of collaboration not fixed yet
- Limited sponsorships opportunity (EU-oriented)
- Funding specified in Motion #4.

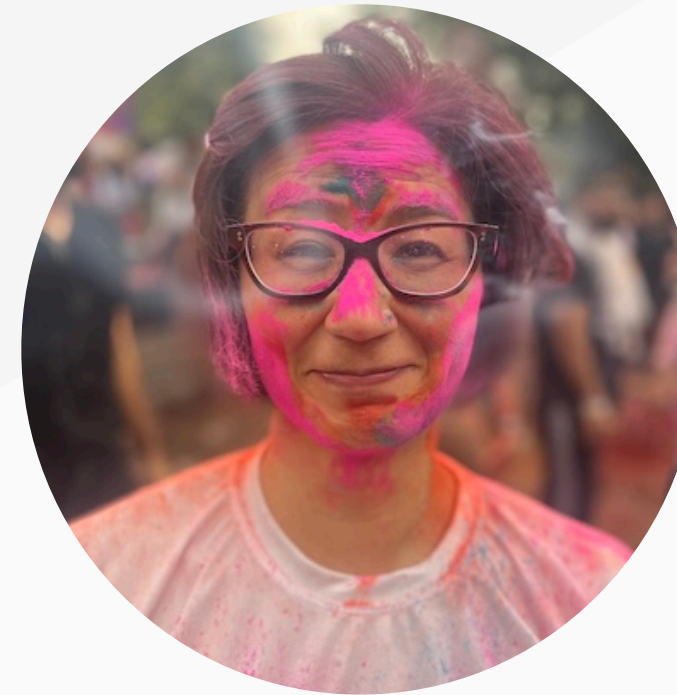


# CHAMPIONS OF THE SKY

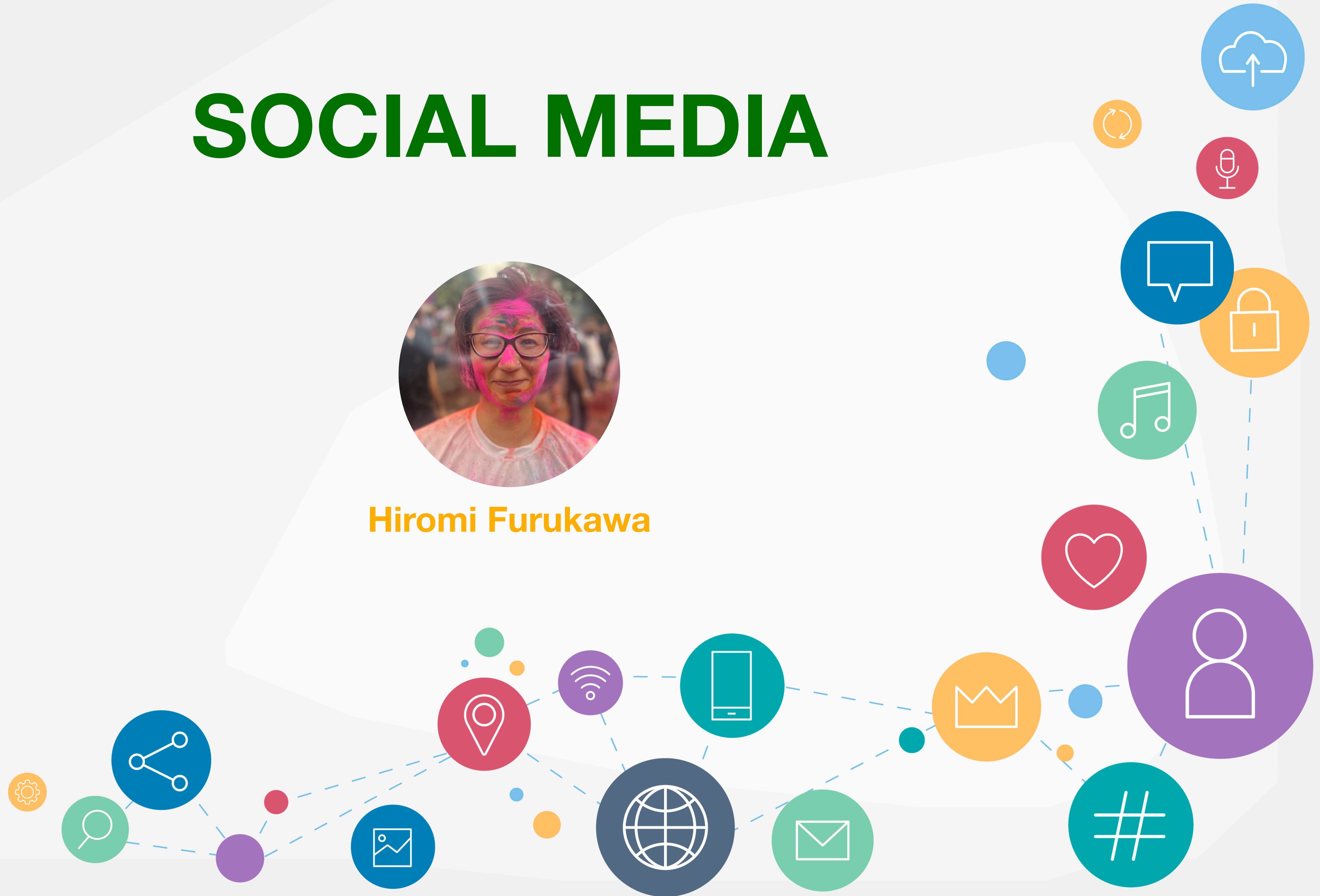
WHABC 2026 and on...

- Meeting with WHABC Organizer in Q2 2025
- Sponsors to be approached in 2025

# SOCIAL MEDIA




Hiromi Furukawa





# @FAIBallooning



	Facebook	YouTube	Instagram
2023	1,050 Followers	305 Subscribers	
2024	1,700 Followers62%	574 Subscribers88%	
2025	2,200 Followers31%	700 Subscribers62%	



- ✓ Strength: Visually engaging content
- ✓ Audience: 18-34 years old (FB: 35+)
- ✓ Trending: Entertainment, Lifestyle

# FAI/CIA WEBSITE STORIES



**Debbie Spaeth**

Katsura Endo

Jonathan Perrow-Clow

Kim Magee



# Stories

## Published website articles

- 26 published website articles
- Always in search of content - have an event? Contact PMR: [cia-media@fai.org](mailto:cia-media@fai.org)



12 MAR 2025

The Aero Club of India welcomes the FAI Ballooning Commission Plenary



23 DEC 2024

36 youngsters at the 2024 French-German International Balloon Camp in Lorraine



14 DEC 2024

2024 German-French Balloon Kids Camp: Adventure Above and Beyond



13 DEC 2024

German-Polish Balloon School Exchange 2024 held in Grudziądz, Poland



18 NOV 2024

Ballooningist Ruth E Wilson awarded 2024 Order of Australia Medal Citation



05 NOV 2024

Mother Nature shines on Summer Balloon Youth Camp in USA

# Members of PMR

2025

- Debbie Spaeth (USA) - Chair
- Sanne Harhuis (NED) - Permanent member (CIA Secretary)
- Cedric Gauch (SUI) - Permanent member (Co-chair EDS)
- Branko Ambrozic (SLO)
- Katsura Endo (JPN)
- Hiromi Furukawa (JPN)
- Marina Kalousdian (BRA)
- Kim Magee (USA)
- Erwin Pellegrom (NED)
- Jonathan Perron-Clow (CAN)
- Jan Suchy (CZE)



# **MOTION #1**

**To approve the minutes of the 2025 PMR SC meeting held on March 13, 2025.**

# MOTION #2

**...for CIA support of 2025 Balloon Youth  
Camps in amount of CHF 1,000 each country  
(France, Germany, Lithuania & USA). Max  
Budget is CHF 4,000.**



# MOTION #3

**To approve funds for software development & graphic design for “Legends of Ballooning” in amount up to CHF 2,000.**

# **MOTION #4**

**To approve funds of CHF 5,000 for PMR activities incl. Champions of the Sky video project and other social media projects.**