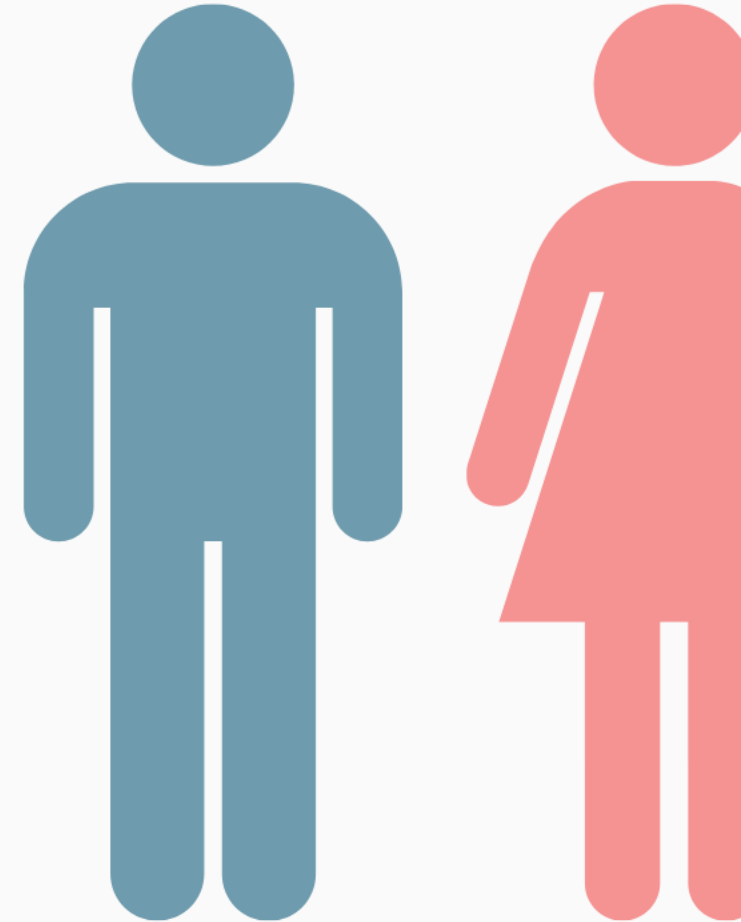


December 13, 2018

PROMOTING DIVERSITY IN BUSINESS AVIATION



Presentation by: Kate Latis - Founder, BizAv Young Talent Initiative

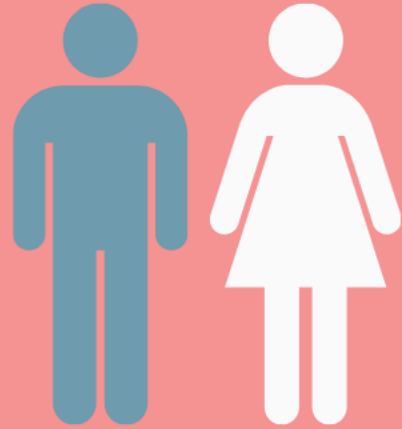
What is Business Aviation?



Industry Challenges

- 'Hidden Gem' of the aviation industry
- Low awareness the industry exists
- Difficult to attract young professionals
- Must raise awareness and promote diversity simultaneously
- Close-knit, small bizav community





Steps Taken to Encourage and Promote Diversity

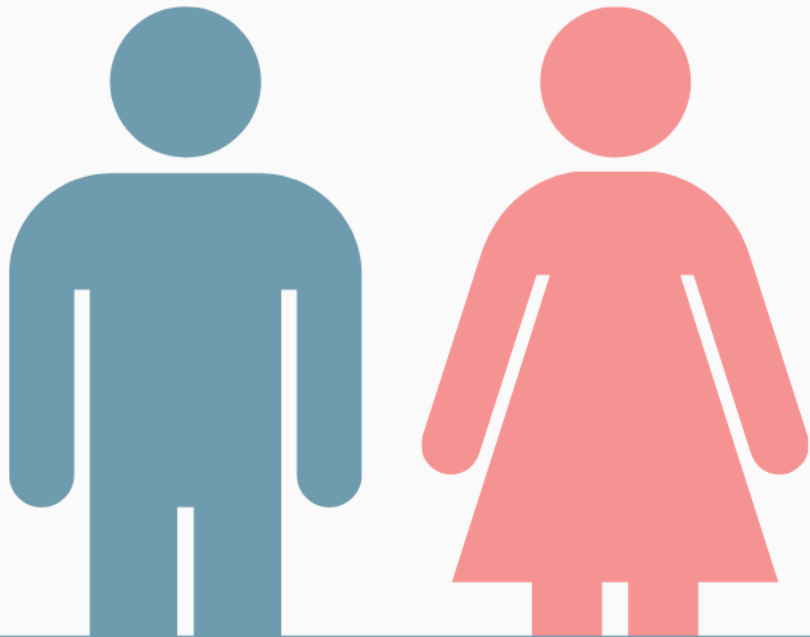
Scholarships & Mentorships

- Women in Aviation, Women in Corporate Aviation, National Business Aviation Association, Canadian Business Aviation Association etc.
- Importance of cultivating talent from an early age
- Young women have to be inspired to aspire at a bizav career
- Women already in the industry may require additional training to grow professionally
- Mentorship is key to career growth at any point in one's career



Networking Opportunities

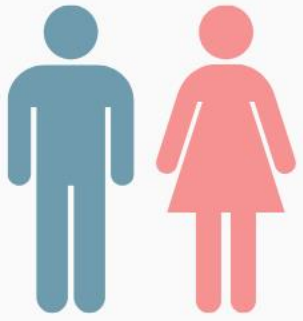
- NBAA - Young Professionals (YoPro) events + yearly reception
- CBAA - BizAv Young Talent Initiative events + yearly reception
- Career fairs/guest speaking at educational institutions
- National/international business aviation Workforce Summits
- Professional Development Conferences
- International Association of Women in Aviation (IAWA)
Leadership Symposium
- International Women in Aviation Conference



Promotion & Recognition



- High importance of social media in inspiring the next generation
- NBAA YoPro - Market Yourself Monday
- CBAA BizAv YTI - Talent Tuesday & Flight Crew Friday
- Recognizing existing talent in the industry - NBAA's Business Aviation Top 40 Under 40



Affiliated Organizations



ICAO NEXT GENERATION OF AVIATION PROFESSIONALS (NGAP) SUMMIT

THANK YOU!

