

Event | Women in Advanced Air Mobility

Communications and marketing kit

Event Name: Women in Advanced Air Mobility: Big ideas to build a new industry

Event Date: May 20th, 2021 | 9:00AM - 10:30AM PDT / 12:00PM - 1:30 EDT

Wisk Aero, Women and Drones, and the Canadian Advanced Air Mobility Consortium in collaboration with 20 other organizations, are hosting an online conversation around how to build the most inclusive, responsible, and successful Advanced Air Mobility (AAM) industry possible. Numerous studies have shown that the more diverse a workforce is, the more prosperous it is. The current aerospace and aviation industries have worked hard to create greater equity and diversity over the past decade, with a variety of challenges limiting their efforts. This event, as one part of an annual three-part series including LGBTQ+ and Indigenous peoples, strives to move this conversation forward as we build this new industry together. Given the lessons learned from aviation, we can build equity and diversity into the foundation of the new Advanced Air Mobility industry, creating a more profitable, sustainable and equitable industry. This event will start off with a keynote fireside chat, followed by breakout conversations on four important topics hosted by industry leaders who believe in this work.

We've put together this communications and social media kit for your convenience. You may copy and paste the text directly, edit it to suit your needs, or develop your own content using the information in this document.

You may also tag us and/or the panelists should space and context permit. We'll keep an eye out and give you a signal boost on our channels.

Key Links

1. **Registration page** | [Eventbrite page](#)
2. **Campaign hashtags:** [#WiskAero](#) [#WomeninAAM](#) [#Uplift](#) [#CanadianAAM](#)
3. **Keynote Speaker Bio:** [Anna Kominick](#) and [Sharon Rossmark](#)
4. **Media Assets:** [Click here](#) *(Updated in this folder as needed)*
5. **Organization Social Media Handles**
 - a. **Twitter:** [@WiskAero](#), [@WomenandDrones](#) [@CanadianAAM](#)
 - b. **LinkedIn:** [Wisk Aero](#), [Women and Drones](#), [Canadian Advanced Air Mobility](#)



Speaker Information & Social Media Handles:

Fireside Chat

- **Keynote Speakers:** Anna Kominick ([LinkedIn](#)) and Sharon Rossmark ([LinkedIn](#))

Breakout Discussions

- **Careers in AAM**
 - **Chantal Boucher**, Bell Helicopter Textron Inc. ([@BellFlight](#); [Chantal Boucher](#))
 - **Sanja Boskovic**, British Columbia Institute of Technology ([@bcit](#); [Sanja Boskovic](#))
 - **Dominique Sauve**, Canadian Mobility & Aerospace Institute (CMAI) ([Dominique Sauve](#))
 - **Mariya Ilina**, Flight Crowd ([Mariya Ilina](#))
 - **Dawn Zoldi**, P3 Tech Consulting ([Dawn Zoldi](#))
- **Bringing People to the Table**
 - **Danielle McLean**, Happy Takeoff ([Danielle McLean](#))
 - **Adrienne Lindgren**, Hyundai ([Adrienne Lindgren](#))
 - **Jeannie Lam**, Wisk Aero ([Jeannie Lam](#))
 - **Courtney Gill**, World Economic Forum ([Courtney R Gill](#))
 - **Chris Howe**, Canadian Advanced Air Mobility (CAAM) ([Chris Howe](#))
- **Lessons from Aviation**
 - **Yolanka Wulff**, Community Air Mobility Initiative (CAMI) ([@camiairmobility](#); [Yolanka Wulff](#))
 - **Tricia Gadsden**, Deloitte ([Tricia Gadsden](#))
 - **Chelsey Wright**, Elevate Aviation ([@Elevateaviators](#); [Chelsey Wright](#))
 - **Francine Schulz**, Hamburg Aviation ([@hamburgaviation](#); [Francine Schulz](#))
 - **Natasha Gagnon**, Ontario Aerospace Council ([@the_oac](#), [Natasha Gagnon](#))
- **Inclusive is profitable**
 - **Marlene Conway Diels**, Diversity Development Network ([Marlene Conway Diels](#))
 - **Mariya Tarabanovska**, Flight Crowd ([@flight_crowd](#); [Mariya Tarabanovska](#))
 - **Felisa Zhang**, Archer Aviation ([@ArcherAviation](#); [Felisa Zhang](#))
 - **Maureen Geddes**, Geddes Global ([Maureen Geddes](#))
 - **Janet Wardle**, MHI Canada Aerospace ([Janet Wardle](#))

Sample Content: Event Invitation

Online Event | Women in Advanced Air Mobility: Big ideas to build a new industry

This new industry brings new job opportunities and old diversity and inclusion challenges. Could we use our past experiences to build an industry more profitable and diverse than ever before?

Wisk Aero, Women and Drones, and the Canadian Advanced Air Mobility Consortium (CAAM) alongside 20 other organizations, warmly invite you to join us for a moderated dialogue about this new industry. How will companies fill talent shortages? What career opportunities await young people? Countless studies have shown that the more diverse a workforce is, the more successful it is. As we stand on the threshold of building the Advanced Air Mobility ecosystem from the ground up, how do we eradicate historic injustices and offer equal opportunity to all?

This online event features a keynote fireside chat followed by topical discussions on opportunities for the Advanced Air Mobility industry. Breakout discussions will be hosted by a small group of speakers, either in a traditional panel discussion or a more conversational exploratory dialogue with opportunities for engagement through Q&A.

Date & Time:

Thursday, May 20th, 2021

9:00 AM to 10:30 PM Pacific Time | 12:00PM to 1:30pm Eastern Time

Location:

Online Webinar. A Zoom Webinar link will be provided to registrants closer to the event.

Keynote Speakers: Anna Kominick(Wisk Aero) and Sharon Rossmark(Women and Drones)

[\[Register Today\]](#)

Social Media: Sample Content

Twitter

Industries that serve everyone are built by everyone. Join us May 20th at #WomeninAAM for transformative ideas on building an industry all people want to work in. <https://bit.ly/3aBRhPH>

How might inclusivity of design create the most profitable user products? Join us at the upcoming #WomeninAAM event to hear representatives from @ArcherAviation speak on the topic. <https://bit.ly/3aBRhPH>

The next phase of transportation connects people & places more efficiently & sustainably. On May 20th, join @AnnaKominick from @WiskAero to learn about the way to build a strong zero-emission aviation industry with careers accessible to everyone. Register today: <https://bit.ly/3aBRhPH>

Advanced air mobility has jobs for people of all backgrounds and interests. Learn more about the many future career paths with experts from @BellFlight and @BCIT on May 20th. <https://bit.ly/3aBRhPH>

Join us May 20th for a discussion about the future of flight: how advanced air mobility is building on the legacy of aviation safety to take mobility to new heights. <https://bit.ly/3aBRhPH>

On May 20th, join us for a virtual discussion about how an inclusive and diverse industry can be the cornerstone of a profitable one. Learn more: <https://bit.ly/3aBRhPH>

LinkedIn & Facebook

What if we set out to build a new industry based on inclusivity?

Historically, equal opportunity has been introduced into existing industries. What would happen if we created an industry from scratch with inclusivity in mind? What transformational opportunities would that open up?

There's a new industry coming that will redefine the way we move. It brings thousands of new jobs across all sectors in the coming decades. What might it be like to build an industry that profits from its founding commitment to equity, diversity and inclusion? With so much growth on the horizon, perhaps this approach could help people, the environment and the economy. Join us on May 20th for the #WomeninAAM event featuring big ideas:

- The career opportunities upcoming for all people from all sectors
- How inclusive design may also be profitable design
- What lessons might be learned from traditional aviation for this new sector
- Who benefits from having all people at the table, and why some of them aren't yet here

Register today: <https://bit.ly/3aBRhPH>