



# World Space Week Association

Executive Director Report

IAC Toronto

1 October 2014



# Agenda

- What is new since last board meeting
- World Space Week 2014
- WSWA Long Term Strategy
- Executive Plan 2014-2015
- Operations plan 2014-2015
- Executive Team



# What is new

- Brand new website, replacing two old websites
- New development manager on board
- Several new sponsors:  
Lockheed Martin, Inmarsat and CNES
- New partnerships: Space Foundation and ISU  
(MOU to be signed soon)
- Tiuterra Crystals going to space soon
- Support for LM/Orion #ImOnBoard campaign
- MOU with S3 Systems for new YIP in 2015

# World Space Week 2014

- Space: Guiding Your Way
- New poster sponsors: Inmarsat and CNES
- New poster artist





# WSWA 2014 executive team

Executive Director

Remco Timmermans

Development Manager

Michelle Mendes

National Coordinator Relationship Mgr

Goran Nikolasevic

Education, Media and Communication Mgr

Victoria Southgate

Astronomy liaison manager

Haritina Mogosanu

HR Manager

Sonakshi Joneja

Marketing Manager

Zoe van der Meulen

Webmaster

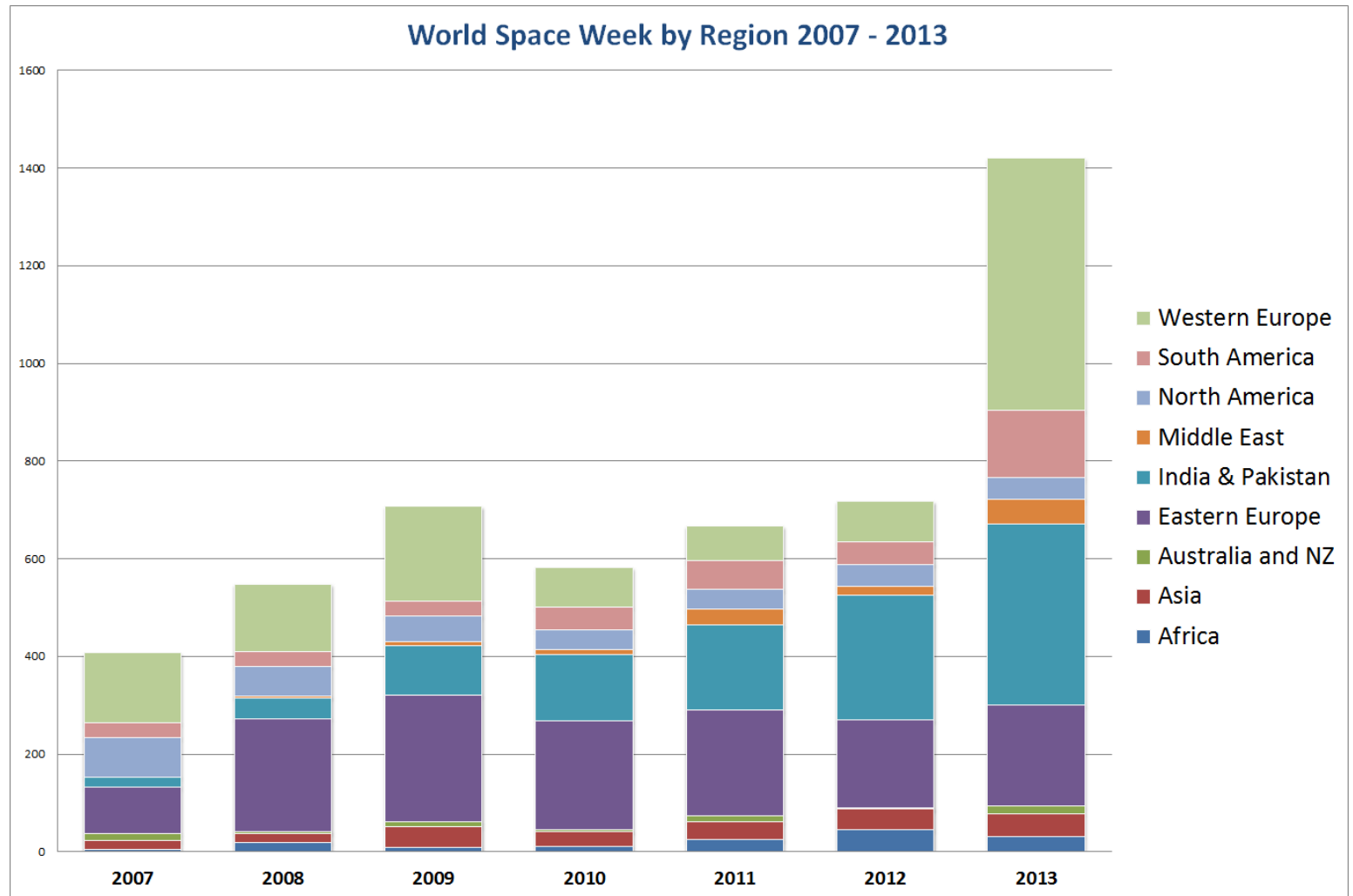
Paul McMahon

Office Manager

Marcia Gilbert



# WSW 2007 – 2013



Y = number of individual events. Please note that 2008-2012 numbers underrepresent the Airbus Defence & Space activities.



# Key bottlenecks

- Available time of executive team
- Available budget to executive team



# WSWA long term strategy

- Be the top space event brand in the world
- Budget growth – in line with brand value
- Executive staff hours growth
- Increase and activate partner network
- Improve UN relationship
- Theme-based fundraising
- Theme-based cornerstone event(s)
- Theme-based education material





# WSWA Key Performance Indicators

- Events: 2014 at par with 2013
- Events: 2015 growth to 2000 events
- Budget: 2014 minimum US\$ 45,000
- Budget: 2015 minimum US\$ 70,000
- Media: 2014 find one media partner
- Media: 2015 find one more media partner



# WSW 2014/15 action plan

- Priority on fundraising  
(New development manager on board)
- Targeting new strategic sponsors
- Increase partner network and relationships
- New website
- New social media campaign



# WSW 2014/15 action plan (cont'd)

- Fill critical vacancies:
  - Business/communication student
  - Media Liaison Manager
  - Content Manager
  - Webmaster (assistant)
  - New National Coordinators  
*USA, Canada, Netherlands, Australia*



# Short term action plan

## Post WSW2014:

- Collect WSW 2014 photos, videos, publications
- Approve and launch WSW 2015 theme
- WSW 2015 artwork competition
- WSW 2015 merchandise
- New event calendar
- New business plan
- Annual report 2013 and 2014
- Get student/intern support
- Start planning YIP 2015/2016