



World Space Week Association

Operations Director Report

5 February 2015



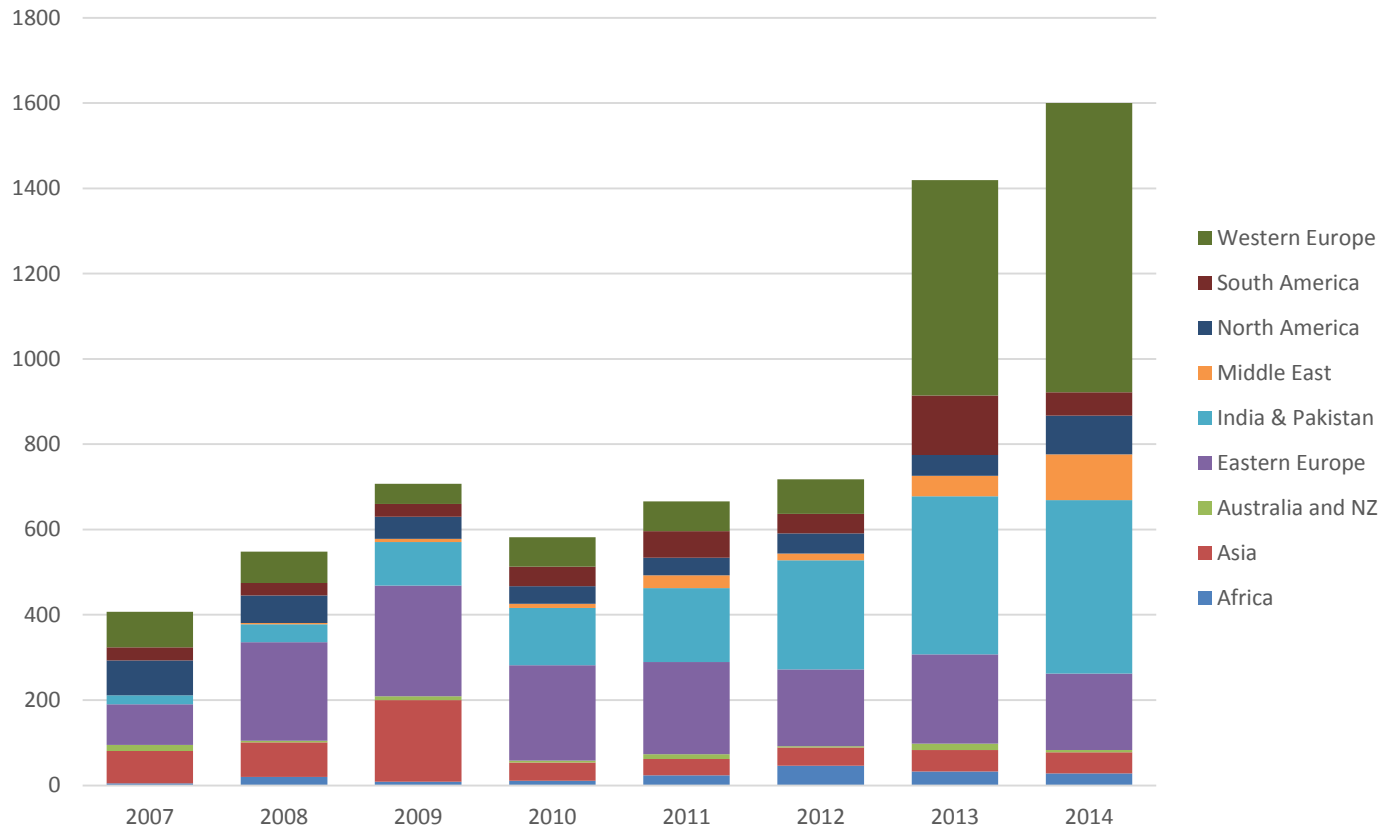
Agenda

- World Space Week 2014 update
- World Space Week 2015 planning



WSW 2007 – 2014

Number of events 2007 - 2014



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

World Space Week 2014

- Number of events grew 12.5%
- Number of participating countries down slightly from 80 to 76
- Social Media major contributor to growth





2014 Success Factors

- New World Space Week website
- Active social media campaign
- Increased brand awareness
- Most growth from Western Europe:
UK, France, Spain
- Continued strong participation by Airbus D&S
- New sponsor-led events by Inmarsat



Notable non WSW events

- Introduction of new website summer 2014
- Very strong presence at IAC in Toronto
- Successful #ImOnBoard campaign with LM
- Nov. 23: Launch of TiuTerra Crystals to ISS
- Dec. 5: WSW flags fly on Orion test mission



WSW2015 action plan

- Finalize WSW 2015 poster design
- Further finish website design and content
- National coordinator update
- Fill critical positions, possibly use interns
- Event calendar renewal
- New communications strategy
- Social media campaign