

Presented by

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GDCA - GDCM

A380: FIRST FLIGHT

April 2005



1st FLIGHT: CONTEXT

After the reveal, the first flight is above all a media event – priority to the press: but the number is increasing

- ***probable presence of 800 to 900 people from media***
- ***the event must be organised internally and externally***
- ***80% of Airbus Toulouse staff alongside the runway***
- ***Suppliers and airline, airport and Air France Industrie personnel near the airport***
- ***Public along the ring road***

1st FLIGHT: CONTEXT

To manage correctly this D-day we propose to separate:

- press people***
- Airbus employees***
- VIP from customers, shareholders, etc,***
- people from outside « general public »***

Because we have to manage a potential gap between the D-day and the flight (for meteo reasons), we need to reserve for a few days (few weeks) a dedicated area for press.

1st FLIGHT: CONTEXT

Phase 1: Welcoming the media

08:30: journalists could be received in Saurous Village

Phase 2: Flight

09:50: Journalists taken to specific areas by the runway

10:00: Aircraft taxiing and take-off

10:15: Journalists go back to Saurous Village

Commentary by Flight Test and Telemetry

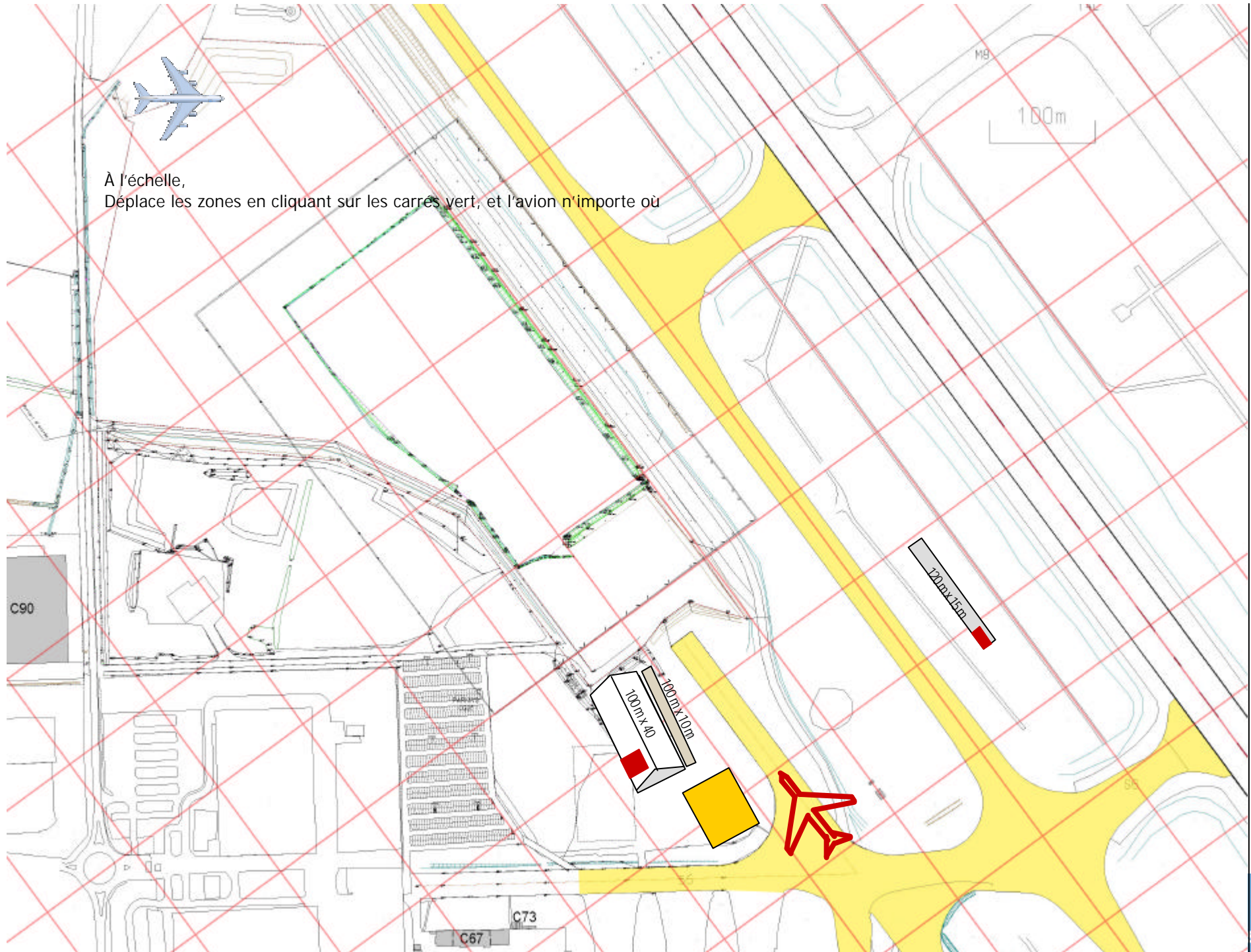
From 10 to 12, update on A380 program

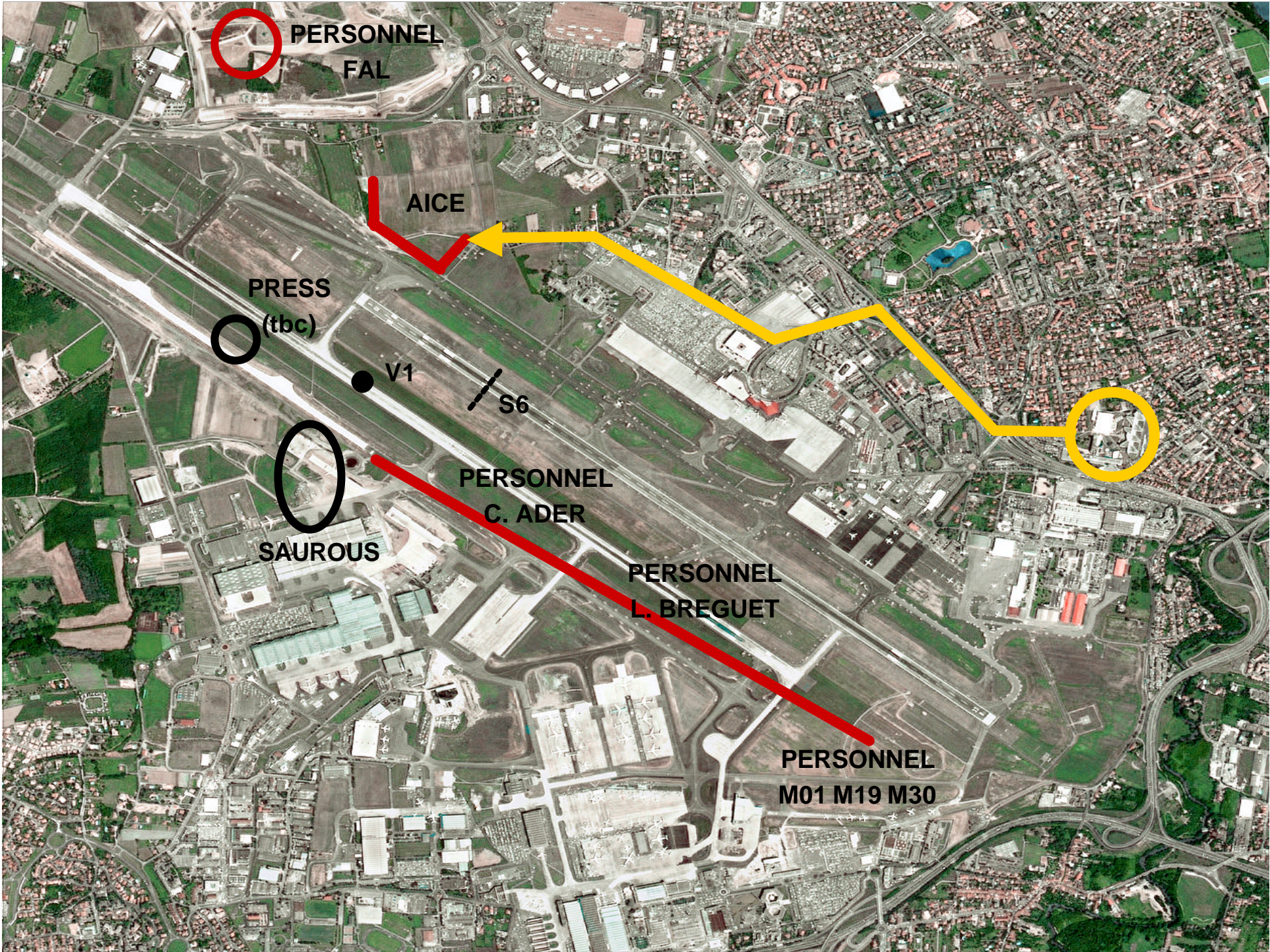
12 : lunch

14 : journalists go back near the runway

14 +++ the A380 stop front Saurous Village for press itv and photos with N Forgeard and crew members

À l'échelle,
Déplace les zones en cliquant sur les carrés vert, et l'avion n'importe où





**PERSONNEL
FAL**

AICE

**PRESS
(tbc)**

V1

S6

**PERSONNEL
C. ADER**

SAUROUS

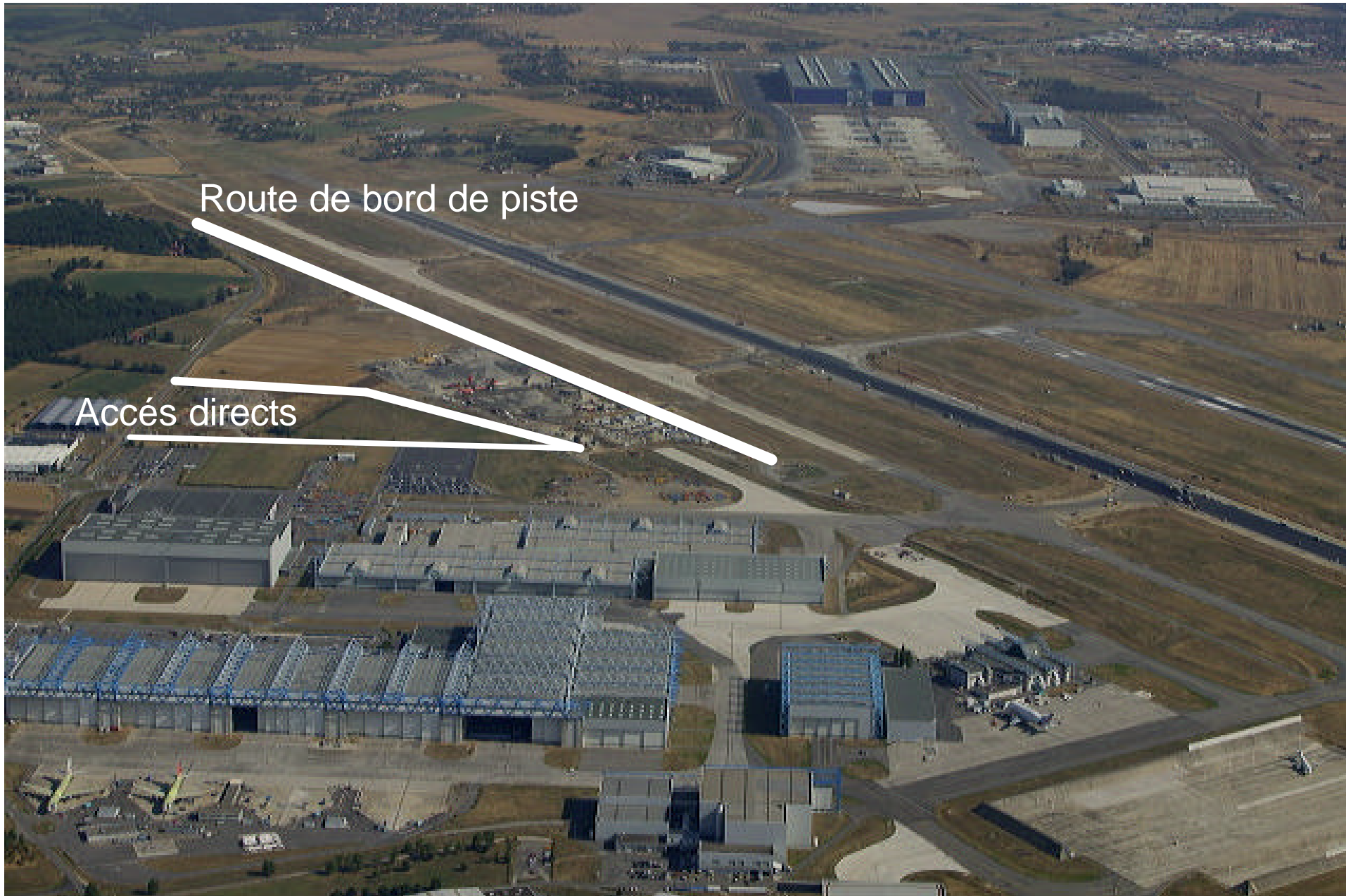
**PERSONNEL
L. BREGUET**

**PERSONNEL
M01 M19 M30**



Zone Sud : 1ha

Zone Nord : 2ha



Route de bord de piste

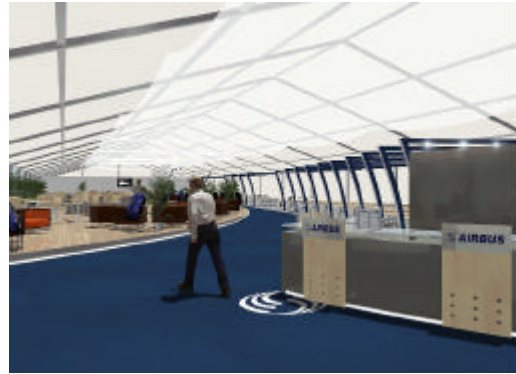
Accès directs



Position gradins

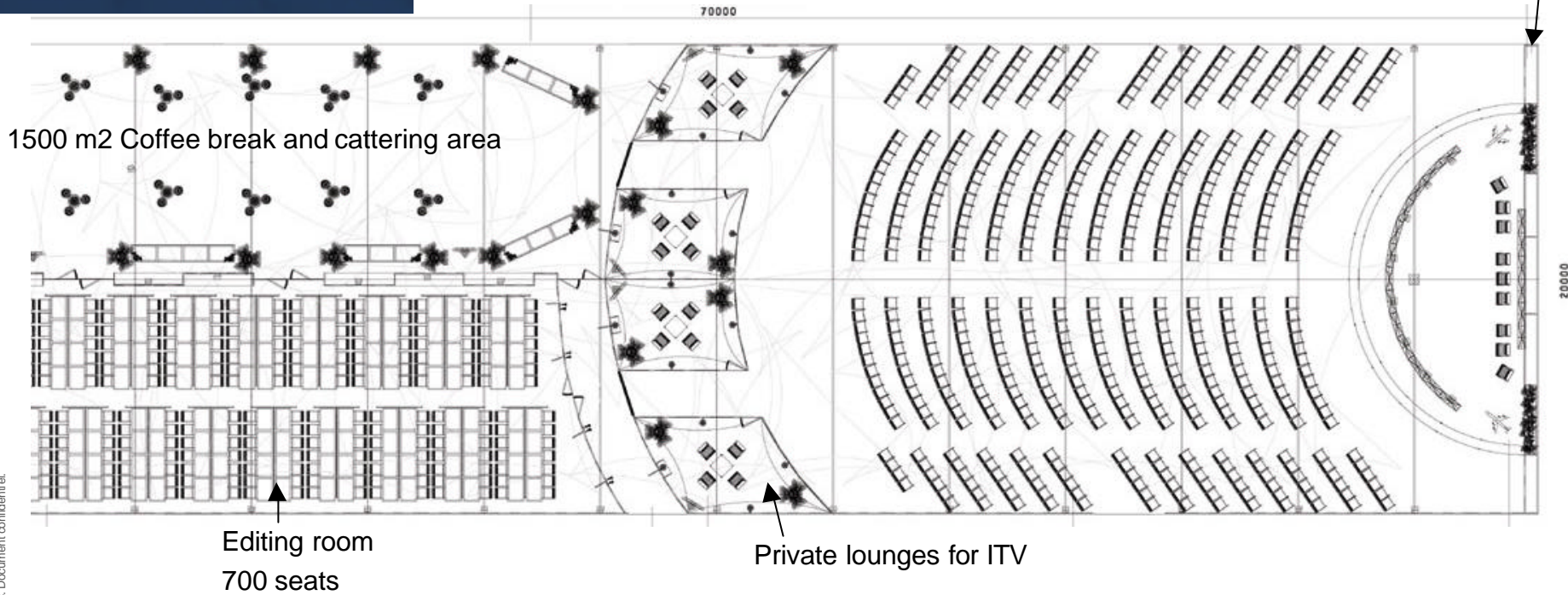
Position tente +
algeco presse





900 capacity hall

Telemetry displays



1500 m2 Coffee break and cattering area

Editing room
700 seats

Private lounges for ITV

60 press cabin / 3 Airbus press offices / 2 Airbus com offices
1 internet office / 1 master image office / 1 Cattering office –100m2 / Telecom office /

1st FLIGHT: CONTEXT

Estimated budget:

- lounge for press 3000 m2	400K€
- Stairs for 1000	20K€
- Video equipment (TBC by Laurent Fradin)	80K€
- Press connection	60K€
- Press cabin	30K€
- Vip welcome, transportation, hotel	30K€
- Sound and lighting installations	70K€
- Security	20K€
- General services (hostesses/ Transport etc.)	30K€
- catering	50K€
- Miscellaneous	50K€
- total	840K€
- (Plus: giant outdoor screen	30K€)

BUDGET / TEAM

Budget : the overlap is 1% of the global Airbus communication budget. We can try to cobrand with some supplier.

Team : GDCA is in charge of the structure
GDCM manage all Press requests
GDCN manage video and technical aspect
GDCR manage VIP (customers, shareholder, institutional representation)
GDCAR manage local VIP
GDCI and GDCAI manage internal communication linked to A380 program

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AIRBUS

**AN EADS JOINT COMPANY
WITH BAE SYSTEMS**



1st FLIGHT: CONTEXT

12:00: Lunch for the journalists (St Ex is reserved for reception and lunch for VIPs from EADS, BAé, LAGARDERE, AIRBUS, etc.)

13:30: Journalists return to specific areas by the runway

***14:00: aircraft landing and taxiing to parking position
(between flight line and cell 4)
(at the same time, journalists return to cell 4)***

As soon as the aircraft has come to a stop, installation of a double barrier around it to filter photojournalists and cameramen in zone 1 and VIPs from Airbus, EADS, BAé etc. in zone 2

ORGANISATION

GDCM manages the press:

- ***Telephone, e-mail contact***
- ***List of participants***
- ***Reception***
- ***Press file***
- ***Briefing***

- ***GDCA manages the logistics organisation:***

- ***Interface with GDCL for movement of personnel***
- ***Interface with NFTS (security) and NFTGL (general services)***

- ***GDCR manages reception of guests:***

- ***Flights for VIPs, Shareholders, Airbus CE***
- ***Transfers***

THE GENERAL PUBLIC

MANAGEMENT OF THE GENERAL PUBLIC

- ***Airbus has proposed to Greater Toulouse to install a giant screen in the « Place du Capitole » to diffuse the take-off and landing ... TBC***
- ***(financed by cobranding with the main A380 suppliers from the region)***

- ***Circulation around and access to the airport are still to be defined with the Préfecture.***