



Sponsorship & Advertising

**Professional
Development
Center** 

**EAA AIRVENTURE
OSHKOSH
2017**



CELEBRATING



YEARS

EXCELLENCE IN FLIGHT INSTRUCTION



Professional Development Program



The National Association of Flight Instructors Professional Development Program Overview

In line with the National Association of Flight Instructor's (NAFI) mission to improve and maintain flight instructors' professionalism and in recognition of its 50th anniversary NAFI will launch the NAFI Professional Development Program (PDP) at AirVenture 2017.

The NAFI PDP is a means of providing all CFIs with invaluable education and tools to enhance their technical and teaching skills including improving their ability to interact with students so that more reach their goal to become a pilot.

NAFI will host the first of many PDP initiatives at AirVenture in the Professional Development Center (PDC). The Center will feature; a 50 seat theater for presentations by NAFI members for CFIs; a simulator classroom with four Precision Flight Controls AATDs for real-life scenario-based sim training for CFIs; and a Mentorship Cafe for networking with fellow members, NAFI staff and board members.

Several of the presentations will broadcast on FAASafetyTV. These WINGS approved presentations will be archived for viewing by all pilots at www.faasafety.gov.

The demand for professional pilots over the next several years may materially outpace the supply. Many aviation organizations, associations, manufacturers and suppliers of flight training materials have instituted campaigns to address this issue. These programs have proven to increase interest in learning to fly and generate quality leads for flight schools and independent instructors. However, research shows that upwards to 80% of student pilots who start flight training dropout before earning a certificate. Other than the commonly known issue of cost, challenges with the flight instruction process are most often cited as the reason for not continuing to pursue a pilot's certificate. Poor quality instruction, lack of structured training, consistency and professionalism, weak consideration for learning styles, a perceived lack of commitment to the student's success and poor customer service can all be factors in discouraging individuals from learning to fly¹.

NAFI plays a vital role in the efforts of industry colleagues who tirelessly develop interest in flying, to make sure people complete flight training. The Professional Development Center educators will be NAFI members, industry leaders, designated pilot examiners, the FAA and other stakeholders in growing and sustaining the pilot population. No other organization represents flight instruction like NAFI does. With a 50-year track record, NAFI is well positioned to reach CFIs across a wide spectrum.

The NAFI PDP is an ongoing effort to improve flight instruction in order to train more pilots and better pilots.

¹. Many of the statistics noted here came from the 2011 AOPA survey on The Flight Training Experience.

http://download.aopa.org/epilot/2011/AOPA_Research-The_Flight_Training_Experience.pdf.

Additional information appear in a blog from the website Bold Method.

<http://www.boldmethod.com/blog/lists/2016/12/11-reasons-why-student-pilots-drop-out-of-training/>



Detailed Overview of the NAFI Professional Development Program

Flight instructors are on the front line of pilot development serving as the “distributor” of knowledge and service to students. To be proficient, CFIs need a unique set of skills. The NAFI Professional Development Program provides access for CFIs to the skills they need to enhance their instructional proficiency - **for initial certification, periodic review, and continuing education.**

The NAFI PDP will provide education in five major subject areas: **Physical/Psychological, Legal/Insurance, Business Skills, Technique and Regulatory.**

Topics within major subject areas will include:

- **Physical/Psychological**

- Aeromedical
- Stress/Fatigue
- Emotional Intelligence
- Understanding and acting on Student Learning Styles

- **Legal/Insurance**

- The importance of professional liability insurance for flight instructors
- Benefits of consulting an aviation attorney
- Renters Insurance for CFIs and their students
- Educating students about their options

- **Business Skills**

- Customer Service
- Profit and Loss
- Sales & Marketing
- Project Management
- Personnel oversight
- Financial

- **Technique**

- Preflight Preparation
- Preflight Procedures
- Airport and seaplane base operations takeoffs, landing and go-arounds
- Performance Maneuvers
- Navigation
- Slow Flight and Stalls
- Basic Instrument Maneuvers
- Emergency Operations
- Multiengine Operations
- Night Operations
- Postflight Procedures

- **Regulatory**

- Structure of the FAA and how it works
- Endorsements, Testing, ACS
- Enforcement actions resulting from student negligence

Additional training areas relevant to flight instruction include:

- **Safety Profile**

- *Safety Mirror* – personal safety attitude evaluation
- Real life Human Factors
- Decision making for high incident industries

- **Observe - Critique – Evaluate**

- Establishing student – instructor expectations
- When to observe when to act
- Written evaluations skills, formats, forms

- **Resume and Portfolio Preparation**

- **Motivation – Mentorship – Networking Skills**

Other topics will develop as the PDP evolves, including suggestions from stakeholders.



**Professional
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Professional Development Center



The National Association of Flight Instructors Professional Development Center 2017 Sponsorship Opportunities

This year NAFI celebrates its 50th anniversary and remains true to its original mission dedicated to providing tools for flight instructors to achieve their highest potential. In recognition of this important milestone, NAFI will launch the NAFI Professional Development Center (PDC) at AirVenture Oshkosh July 24 – 30, 2017.

The Center will feature a 50-seat theater for presentations by NAFI members and industry professionals for CFIs; a simulator classroom with four Precision Flight Controls AATDs for real-life scenario-based sim training for CFIs; and a Mentorship Cafe for networking with fellow members, NAFI staff and board members.

The PDC will be located near show center in a 40' by 80' tent.



SPONSORSHIP OPPORTUNITIES

To create the ideal environment for learning we are seeking support from our current and new partners in the industry. Sponsorship of the PDC offers you direct exposure to flight instructors committed to lifelong learning and active engagement in their craft.

PDC Premier Sponsor \$12,000 (2)

- **Recognized as PDC Premier Sponsor**
 - logo at entrance to the PDC
 - logo inside the PDC
 - logo at the NAFI Member Breakfast
 - logo and link on the NAFI PDC webpage
 - mention in NAFI editorial copy about the PDC
 - mention in all PDC media promotions prior to and during AirVenture 2017
 - included in the 2017 AirVenture "CFI Excursion" Prize Program
- **eMentor Advertising – Big Story banner ad with a link in all issues of eMentor (450 pix x 240 pix) through the end of AirVenture**
- **NAFI Member Benefit - Opportunity to offer discounts to NAFI members and be listed as a NAFI Member Benefit provider**
- **50% discount on additional advertising in NAFI Publications through the balance of 2017**



SPONSORSHIP OPPORTUNITIES

Sim-Classroom Sponsorship \$5,000 (2)

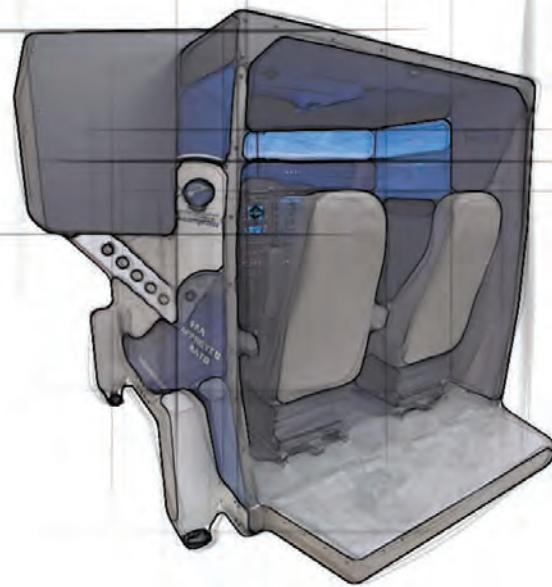
- **Recognized as Sim-Classroom Sponsor**

- logo at the entrance to the PDC
- logo in Sim-Classroom in the PDC
- logo at the NAFI Member Breakfast
- logo and link on the NAFI PDC webpage
- included in the 2017 AirVenture "CFI Excursion" Prize Program.

- **eMentor Advertising – Story sized banner ad w/link in all issues of eMentor (450 pix x 160 pix) through the end of AirVenture**

- **NAFI Member Benefit - Opportunity to offer discounts to NAFI members and be listed as a NAFI Member Benefit**

- **50% discount on additional advertising placed in NAFI Publications through the balance of 2017.**



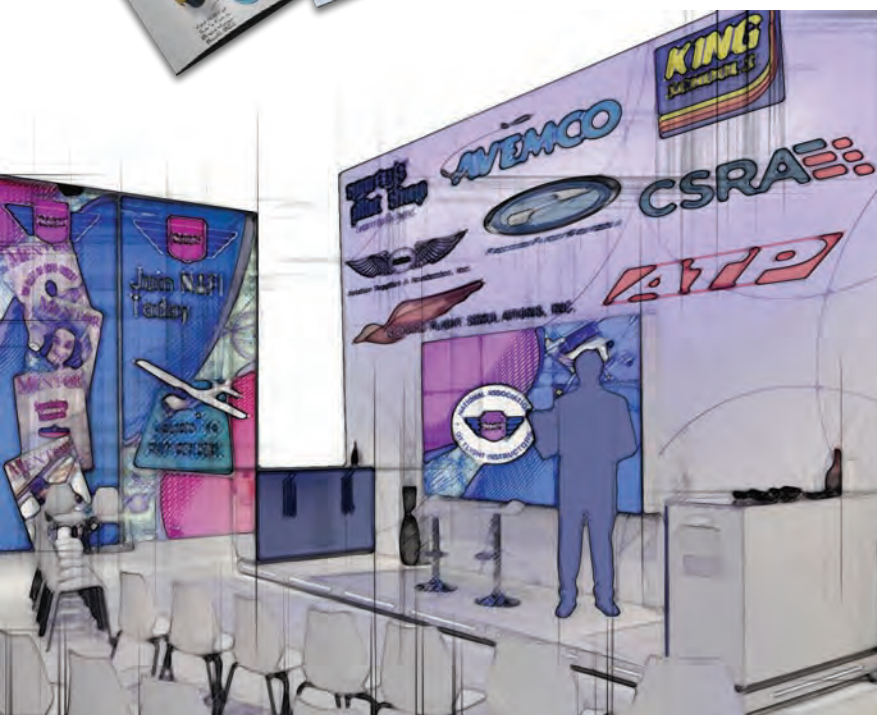
Presenter Sponsor \$3,000 (6)

- **Recognized as a Presenter Sponsor**

- logo at the entrance to the PDC
- logo in PDC Theater and featured as day sponsor for presentations in theatre.
- introduction from every speaker "Sponsored by..."
- logo at the NAFI Member Breakfast
- logo and link on the NAFI PDC webpage
- included in the 2017 AirVenture "CFI Excursion" Prize Program.

- **eMentor Advertising - Story sized banner ad with link in 6 issues of eMentor (450 pix x 160 pix) Leading up to AirVenture**

- **50% discount on additional advertising in NAFI Publications through the balance of 2017**



SPONSORSHIP OPPORTUNITIES

Mentorship Café Sponsor \$1,500 (5)

- **Recognized as a Mentorship Café Sponsor**
 - logo at the entrance to the PDC
 - logo in vinyl decal placed on one of the 5 tables. Approx. 18" X 24"
 - logo at the NAFI Member Breakfast
 - logo and link on the NAFI PDC webpage
 - included in the 2017 AirVenture "CFI Excursion" Prize Program.
- **eMentor Advertising - Column sized banner ad with link in three (3) issues of eMentor (160 pix x 160 pix) leading up to AirVenture**
- **50% discount on additional advertising in NAFI Publications through the balance of 2017.**

All sponsors are welcome to attend the Annual Member Breakfast with pre-registration. Sponsors will receive an invitation with RSVP before the event.



Founded in 1967, the National Association of Flight Instructors (NAFI) is dedicated to raising and maintaining the professional standing of flight instruction in the aviation community. By focusing on developing tools, programs, content and strategies specifically for flight instructors, NAFI-member CFIs around the world represent the best of the best.

NAFI 50th Anniversary Event Sponsorship \$600

- **eMentor Advertising - Column sized banner ad (160 pix x 160 pix) with link in three (3) issues of eMentor**
- **Listed with logo and offer in the 2017 AirVenture "CFI Excursion" Prize Program**
- **Listed with logo and link on the 2017 NAFI 50th Anniversary Event Sponsorship webpage**
- **Mentor Acknowledgement - listed with logo on the 2017 NAFI 50th Anniversary Event Sponsorship Page in the Jul/Aug issue.**
- **Invitation to RSVP for the NAFI Member Breakfast at AirVenture**

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