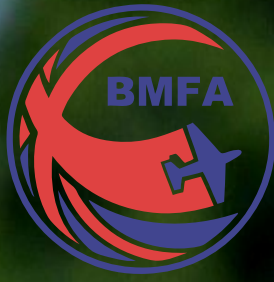


BMFA Flightfest



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BMFA Flightfest - Why It Matters

The BMFA put a massive amount of effort into talking about, showcasing and raising our sport's profile, all of this is very important and has a positive effect, but the best way of actually convincing people that model flying is for them and getting them hooked, is to put the controls into their hands and get them into the air, showing them how much fun it is. If there is a whiff of aviation running through their veins, the addiction comes very quickly and fate takes its course!

The BMFA held it's own Flightfest event at the National Centre in early May 2019, clubs doing likewise throughout the following weekends... all involved found a strong interest from both young and not so young visitors, and as a direct result we've seen new members coming into the sport directly from these events. We all know that model flying is seeing a slow and steady decline in people taking part, imagine what could be done for our sport if more than just 12 clubs had held a Flightfest event introducing new recruits, what if all 868 affiliated clubs held a Flightfest – how many budding pilots are out there? Imagine if we all did this every year, where could our sport be in 5 or 10 years time?

With Flightfest we have a new and proven method of bringing new people into our pastime, it's now down to all of us to scale it up so it makes a real difference.



BMFA Flightfest

The BMFA, Areas, Clubs, and members, we all have an important role to play in making sure our sport continues for generations to come... who's up for the challenge?

Suggested types of events a club could put on include:

- Fly-In.
- Trial experience flights.
- Friends and family BBQ.
- Invite a local Scout group, ATC, sports team etc to visit.
- Invite local radio, newspaper and TV news to take part.

There are many types of events that a club could organise and are encouraged to host events that they feel comfortable organising. Whatever type of event a club holds, it should allow visitors the chance to get hands on, be that via the club trainer, PC based flight simulator, or free flight models for children to build and keep.

The BMFA has produced and distribute to clubs a Marketing Toolkit that contains artwork for posters and flyers, along with event guidance. This leaves the Areas and clubs to fill in the blank spaces on the promotional material with their event details, then distribute within the community and online. This will present a uniform brand look for Flightfest events up and down the country.

“United We Achieve”



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