

#SAVETHETRAVELEXPERIENCE

HOW CAN I HELP?

As the impact of the COVID-19 virus continues to devastate the aviation industry, many of us are asking, "How Can I Help?" Congress, federal and local government agencies are weighing decisions which could make or break our businesses. **Now is the time for you to be empowered, speak up and give voice to the impact of this pandemic on your businesses and employees.** A strong, unified voice is the best opportunity we have in saving the travel experience amid the impact COVID-19 is having on the aviation industry.

1. Tell Your Story and Create a Short Video

ACTION 1

Using your cell phone or tablet, create a 30 second – 1-minute video which describes the impact of COVID-19 on your business. The video could feature you, or even better, one of your employees.

Send your video to info@savethetravelexperience.com. Once approved, your video will be posted on the Save the Travel Experience website and AMAC's social media pages. If you need help with or have questions regarding your video, please let us know.

ACTION 2

Post a video to your social media accounts of you saying, "Save the Travel Experience", holding up the sign at the end of the tool kit that states #savethetravelexperience. Consider adding one of the suggested social post messages (refer to page 3) as your caption and tag #AMAC and #savethetravelexperience in your post. We plan to stitch these together to create an inspirational video of all the diverse faces in our industry.

2. Follow AMAC On LinkedIn, Twitter and Facebook and Use the Hashtag #SAVETHETRAVELEXPERIENCE

Following AMAC on social media and using the #savethetravelexperience hashtag will connect us, allow our stories to be heard and create conversations about how COVID-19 is impacting the aviation industry.

[LinkedIn](#) – @AirportMinorityAdvisoryCouncil

[Twitter](#) – @AMAC_ORG

[Facebook](#) – @AirportMinorityAdvisoryCouncil

3. Join AMAC or Encourage a Colleague to Join

One of the most important decisions you can make is to join AMAC. Already a member? Then, encourage a colleague, or more than one, to join today! www.amac-org.com/membership

STORY VIDEO INSTRUCTIONS

Themes

- Tell the story of laying off your longest standing employee. How did they react? How did it make you feel? What help do you need?
- Think about 30 days ago. What was it like compared to now? What help do you need?
- Is this a family business? Who started it? What will the impact be on your family and their legacy if you go out of business? What help do you need?
- How has this impacted you personally, emotionally, financially? What help do you need?
- How has this impacted your business? How close are you to closing? What do you need?
- Talk about the friends/family you've developed at the airport and your favorite story about them. What do miss working with them? What help do you need?

Talking Points

- Be genuine and vulnerable
- Focus on the emotion of the story (we can help with this) and how it has affected you and your people/family
- Keep it to 1 minute or less
- Stick to the key points
- If you have done something special for employees, include this
- Stories about small business have resonated. Either mention you are small or that you started out small.
- Keep it positive. No criticizing airports or legislators.

Shooting Tips

- *Background:* Look around to see what your background is. Make sure there are no pictures you don't want in the video. Check for pets and anything else that could be a distraction. If you can be in your restaurant or retail shop, even better. If you do, pan around and tell us what it should look like right now
- *Lighting:* If you are filming outside, do so in the morning or afternoon when the light is softer. If inside, use three-point lighting (one lamp on each side of the camera and one below you, lighting the background). If your face isn't lit enough, try a white piece of paper on the space below you.
- *Positioning:* Consider using a tripod and place it at your eyeline or above.
- *Practice:* Write out what you want to say (we can help with this) and read through it over and over until it sounds natural without notes.
- *Patience:* You will likely have to go through several takes. Don't get discouraged.



SAMPLE SOCIAL MEDIA POSTS

Below are the suggested social media posts. Please include images or video with the suggested language to increase engagement. You can download images and templates from www.savethetravelexperience.com.

Main Hashtag: #savethetravelexperience

Additional Hashtags: #COVID19 #smallbiz #smallbizrelief #closedforbusiness #aviation #travel

So much more needs to be done to #savethetravelexperience

So much more needs to be done to #savethetravelexperience from #COVID19

Help the small businesses that potentially may close due to #COVID19! #savethetravelexperience

How can you help #savethetravelexperience?

We're just asking for a piece of the pie. #savethetravelexperience #smallbizrelief

Times are tough in the aviation industry right now, and it's important that we take a moment to remember how much we love this work — and why it's worth fighting for. #savethetravelexperience

Tell Us: What made you fall in love with traveling? Tell YOUR story in a short video and email it to info@savethetravelexperience.com #savethetravelexperience

Join our movement to help #savethetravelexperience at www.savethetravelexperience.com

Together, we're uniting our voices and calling on Congress to provide more relief.
#savethetravelexperience

These are real small businesses from across the nation that are #ClosedForBusiness. To show that many small businesses inside of airports need more, please post a photo of a closed or empty small business or airport using the #ClosedForBusiness and #savethetravelexperience hashtags.

You've probably seen empty airports and closed small businesses in your community. Behind each are real people who have closed their businesses or lost their jobs. #savethetravelexperience

There is still time for YOU to make a difference. #savethetravelexperience

We're working to help #savethetravelexperience! A strong, unified voice has the power to impact legislative change. Join our movement and be empowered, speak up and give voice to the impact of #COVID19 on your businesses and employees.

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