

Special Event Guidance: Recurring Events or Multiple Event Announcements

Objective:

Provide guidance to FAASTeam Program Managers (FPM) about how to develop or accept multiple event announcements in SPANS from a provider, presenter, or industry group.

The goal is to limit a FAASafety.gov user's monthly exposure to email announcements and avoid the possibility of events being viewed as email spam (junk email), which could lead a user to unsubscribe from the website.

Event announcements that require special handling:

Categories include but are not limited to:

- **Single Event with Multiple Secondary Events** - Single aviation event which has more than one **WINGS and/or AMT** accredited seminar or webinar.
 - Example: AirVenture, Sun 'n Fun, IA Meeting, or a local airport day.
- **Recurring Seminars** – Two or more seminars per month by the same provider (presenter or industry group). Seminars are basically given in the local area.
 - Example: A FAASTeam Representative holds the same seminar at three locations in the district.
- **Recurring Webinars** – Two or more webinars per month by the same provider. Any broadcasted event within a state, region, or nationally:
 - Example: Industry training provider holds multiple webinars on the same or different topics within the same month.

FAASafety.gov website: Page Help – Refer to page help for creating, editing, and reviewing Event Announcements in SPANS.

If criteria above dictate, each event announcement will require a **Primary Announcement** that may have email distribution plus one or more **Secondary Announcements** that are announced on the website or "Web Only" (no distribution). Secondary announcements must be created prior to the primary announcement so link(s) are available for use in the primary announcement.

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Secondary Announcements:

A Secondary announcement contains all the information for one **WINGS** and/or **AMT** accredited seminar or webinar. There will be multiple secondary announcements for each primary announcement.

- Limited to a “Web Only” announcement via SPANS. ***Secondary announcements do not have email distribution.***
- Must contain all information needed about the seminar/webinar and sponsor. Reader may have found a secondary announcement by searching the web and may not have been linked to the secondary announcement from the primary announcement thus they won’t have any of the information from the primary announcement.
 - Be sure to include directions to the classroom or meeting room where this presentation will be given when applicable.
- Some will be posted more than 2 weeks prior to their seminar/webinar.
- Example of secondary announcements with unique titles:

2/22/2020 16:00 EST GL2398306	Michigan Aviation Safety Forum presents - Vintage Engine Accessories Vintage Aircraft Engine Accessories will be... Joe Smokovitz, will share his knowledge about Vintage Engine Accessories. 1 Hour Total for AMT	Seminar	Free	 Ypsilanti, MI Past Event	810 mi. from 58047	
2/22/2020 16:00 EST GL2398307	Michigan Aviation Safety Forum Presents - Aircraft Performance - Flying in the envelope Brian Johnson will discuss best practices for... Brian Johnson will discuss best practices for planning and executing safe and successful flights. 1 Credit for Basic Knowledge Topic 2	Seminar	Free	 Ypsilanti, MI Past Event	810 mi. from 58047	

- Multiple event titles that start with the same words can be confusing. Users think they have been sent duplicates by mistake and often ignore. In the example below the title should be reversed to say “Vintage Engine Accessories presented by the Michigan Aviation Safety Forum” and then Aircraft Performance – Flying in the envelope by the Michigan Aviation Safety Forum”.

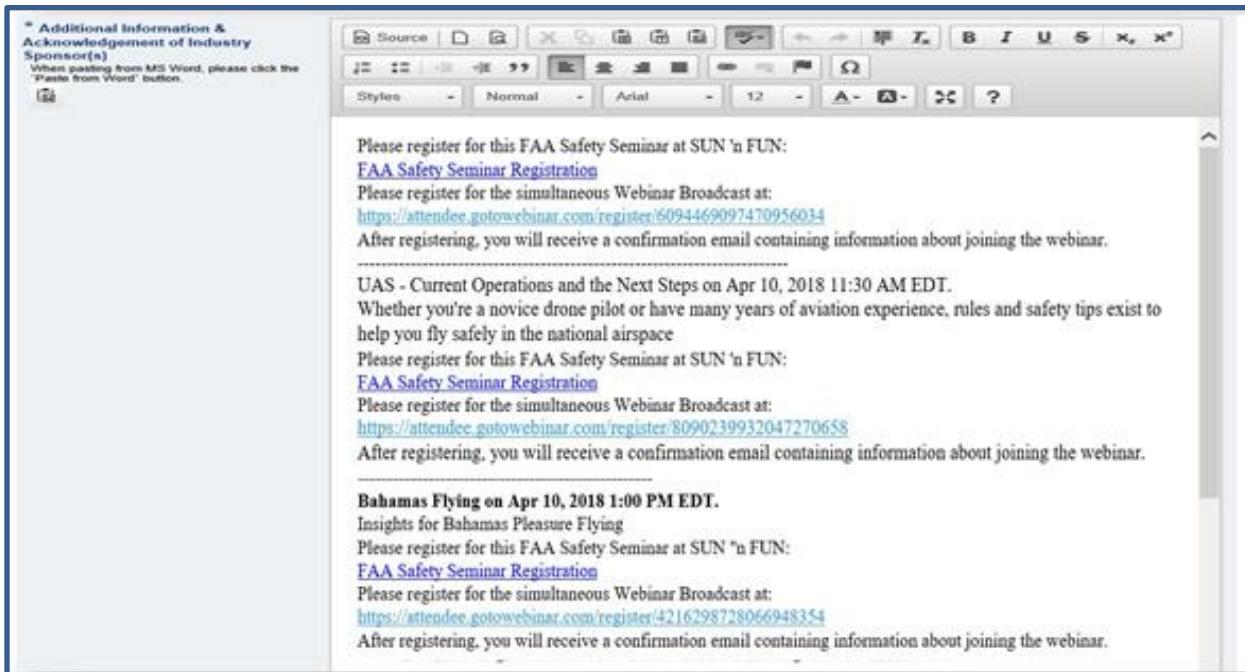
7/22/2019 10:00 CDT AFS091843	TFRs and Fire Bombing Operations Presentation includes decision making aspects... We often hear about TFRs associated with ground fire support but know very little about them. Mr. Flowers... 1/2 Credit for Basic Knowledge Topic 1	Seminar	Cost	 Oshkosh, WI Past Event	507 mi. from 58047	
7/22/2019 08:30 CDT AFS091841	Unmanned Aircraft Safety Team Unmanned Aircraft Safety Team and ensuring the... The Unmanned Aircraft Safety Team (UAST) is an industry-government partnership committed to ensuring the safe... 1 Credit for Advanced Knowledge Topic 2	Seminar	Cost	 Oshkosh, WI Past Event	507 mi. from 58047	

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Primary Announcement:

The primary announcement shall include general information about the sponsors including contact information and links to all the secondary announcements:

- For a large single event:
- No Registration or WINGS/AMT credit is permitted within the primary announcement.
- In the additional information section, Include a brief description of each **WINGS** and/or **AMT** accredited seminar to be held at the large single event including a link to each secondary announcement.



- For one provider holding multiple Seminars/Webinars:
 - Include a brief description of the different seminars or webinars that will be presented by the provider during a calendar month including a link to that seminar or webinar's secondary announcement.
- Should be posted 2 weeks prior to the date of the first secondary announcement listed within the primary announcement.

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- Distribution set with Emails as recommended in Page Help on FAASafety.gov.
- Limited to one per month per airman.
- Example of primary announcement showing emails sent:

7/25/2022	2022 FAATeam Forums at Air Venture	Seminar	Cost	Oshkosh, WI
08:30 CDT	Various topics and WINGS credit available. For...			
AFS0113692	This event has a cost. The events held at the FAA Safety Center are accessed through the purchase of an event...			
	468,908 emails sent 07/13/2022			 Past Event

Announcements for Events with a Fee:

For events with a fee, distribution via email is currently prohibited.

In the Event has a Cost field:

- If yes is selected, emails may not go out.
 - Enter N/A in the Sponsoring FAA Facility field.
 - The amount of money must not be listed in SPANS Event Announcement, and a link to a third-party website with the fee information must be provided in the additional information section of the Event Announcement in SPANS.

For an event with a fee, please consult FAA Order 8900.1 for current guidance for SPANS Event Announcements with a fee.

[FAA Order 8900.1 \(drs.faa.gov\) 15-11-1-9, C, 4](#)