

Increasing attendance of Snowbirds (seasonal pilots who winter in Florida) at FAA Safety Seminars is a very real challenge for Central Florida seminars right now. Snowbirds bring a unique audience: they're often experienced, but flying in unfamiliar conditions compared to their home base. Capturing their interest means reframing the seminars so they feel *directly relevant* to their seasonal flying. Here are a few crisp strategies you could use:

Targeted Hooks for Snowbird Pilots

- **Seasonal Hazards Focus:** Emphasize Florida-specific winter challenges (fog, cold snaps, wet runways, convective weather). Snowbirds expect “easy” winter flying — surprise them with local hazards they may underestimate.
- **Local Orientation:** Offer “Florida Flying 101” segments: ATC quirks, busy GA airports, wildlife hazards (birds, gators), and local airspace traps. Position it as insider knowledge they won't get back home.
- **Cross-Country Tie-ins:** Many snowbirds fly long legs down from northern states. Build seminars around fuel planning, fatigue, and diversion strategies on those trips — they'll see immediate relevance.

Outreach & Messaging

- **Airport Bulletin Boards & FBOs:** Snowbirds congregate at popular GA airports (ORL, Sanford, Kissimmee). Post flyers with seasonal themes: “Flying Florida Fog? Join us for safety insights.”
- **Snowbird Clubs & Associations:** Partner with pilot groups from northern states who winter here. A “welcome back” safety seminar could be marketed as part of their seasonal kickoff.
- **Digital Channels:** Many snowbirds check ForeFlight, AOPA, or FAASTeam notices before flying. Tailor seminar titles to grab attention: “Florida Winter Surprises” or “Runway Decisions in Wet Crosswinds.”

Participation Boosters

- **Interactive Case Studies:** Use ASRS reports from Florida airports — relatable, real-world mistakes that snowbirds could make.
 - **Peer Sharing:** Invite snowbird pilots to share “what surprised me about Florida flying” stories. That peer-to-peer angle makes seminars more engaging.
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