

AIAA MESSAGE MAP - 2024

AIAA IS SHAPING THE FUTURE OF AEROSPACE



The AIAA Message Map is a tool for the AIAA staff to use when writing about and talking about the Institute, our members, our programs and events, and our impact. We are all stewards of the AIAA brand and consistency in our brand voice from everyone who represents AIAA is key to building our brand. The Message Map encompasses **all aspects of AIAA**, the efforts of our individual members, corporate members, the staff, and the relevance of AIAA to the broader community and society. We'll revisit the Message Map annually to update as needed.

Message Map Structure

Use the Message Map as a reference to tie back to the AIAA central message and key messages. For a brand to be valuable, it must be memorable. To be memorable, we have developed **only three key messages** as our foundation. The key messages are intended to be the most accessible messaging for the largest audience of AIAA.

To support each key message, we have defined a small number of **proof points**. These are facts about AIAA that demonstrate the key message is true. They are written to resonate with individuals and organizations. There may be some overlap and repetition, which is designed to reinforce the unity of the overall message.

To further illustrate a key message, we have created **extensions**, which are additional differentiators that make AIAA special and unique and resonate with specific segments of our audience. We may add more extensions throughout the year as needed.

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The **AIAA Vision** is to be the voice of the aerospace profession through innovation, technical excellence, and global leadership.

The **AIAA Mission** is to help aerospace professionals and their organizations succeed.

The **AIAA Tagline** is “shaping the future of aerospace.” AIAA members are continually shaping the future of aerospace through their creativity, ingenuity, and passion for Aerospace engineering and science.

The AIAA Brand Tone has a few key characteristics that can help guide your writing or speaking: Expert, Approachable, Concise, Clear, Authentic, Energizing, Leading.

The AIAA Core Values connect to all we do. You will see their essence throughout the Message Map.

- **Leaders** – We bring together the best minds to work as one.
- **Resilience** – We ask hard questions, iterate, and move forward stronger.
- **Remarkable** – We do great things that have never been done before.
- **Purpose Driven** – We advance the aeronautics, aerospace R&D, and space domains.

Keep in mind that AIAA continues to move into the future with our members. As progress is made, our future aspirational central message could become – **AIAA is shaping the future.**

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**AIAA ACCELERATES
TECHNICAL EXCELLENCE
IN AERONAUTICS AND
ASTRONAUTICS**

This message focuses
on knowledge, truth,
and facts



**AIAA SOLVES
GENERATIONAL-SCALE
CHALLENGES**

This message focuses
on activation, what we
are doing



**AIAA IS THE
DEFINITIVE SOURCE
FOR AN AEROSPACE
PROFESSIONAL'S
CAREER JOURNEY**

This message focuses
on member and
volunteer involvement



AIAA ACCELERATES TECHNICAL EXCELLENCE IN AERONAUTICS AND ASTRONAUTICS

Proof Points – facts about AIAA that demonstrate the key message is true

1. AIAA is the global representative for 30,000 professional, student, and educator members from 91 countries and nearly 100 corporate members.
2. AIAA is the preeminent publisher of cutting-edge journals and books, and the leading source of aerospace industry archives, dating back to the early 1900s. Over the past nine decades, AIAA has published over 300 books and almost 200,000 technical articles.
3. AIAA curates an industry-leading catalog of the most technically relevant continuing education courses led by expert instructors.
4. AIAA manages national aerospace standards publications and activities, enhancing industry-wide efficiency and productivity.
5. AIAA drives technical excellence and collaboration throughout the community to solve the most critical problems and tackle the toughest challenges in three Domains: Aeronautics, Aerospace R&D, and Space.



AIAA SOLVES GENERATIONAL-SCALE CHALLENGES

Proof Points – facts about AIAA that demonstrate the key message is true

1. AIAA prioritizes and addresses the most critical issues to achieve what seems impossible in three Domains: Aeronautics, Aerospace R&D, and Space.
2. AIAA is working toward a strategic goal for the demographics of its leaders and its members to reflect the demographics of society as a whole.
3. AIAA convenes prominent global leaders in the aerospace community from government, academia, and industry to tackle the aerospace engineering challenges and communicate the latest advances that result from innovation.
4. AIAA is the trusted voice of the aerospace community, sharing its deep technical expertise to inform and advance public policy and build public awareness.
5. AIAA drives the narrative of aerospace inspiration and achievement, through the foundational elements of the latest information, advances, and analysis of industry issues and through the stories of individual and corporate members and their projects and missions that influence how we live and work on Earth and in space.



AIAA IS THE DEFINITIVE SOURCE FOR AN AEROSPACE PROFESSIONAL'S CAREER JOURNEY

Proof Points – facts about AIAA that demonstrate the key message is true

1. AIAA fosters an environment for individual members to succeed as they devote their life's work to unraveling the mysteries of flight and space.
2. AIAA advances member proficiency through continuing education courses carefully selected for their technical relevance led by expert instructors.
3. Peers recognize AIAA members for their remarkable accomplishments, through member advancement (Fellow progression) and prominent awards for excellence in multiple categories.
4. Through volunteering and connecting with others in its committees, task forces, sections, and branches, AIAA members gain a sense of belonging to a purpose-driven community while developing leadership skills for further career enhancement.
5. By presenting technical papers and publishing peer-reviewed journal articles, AIAA members build up their resume, as well as contribute meaningfully to the community's growing body of knowledge.