

DEDICATED TO HELPING BUSINESS ACHIEVE ITS HIGHEST GOALS.



# Enhancing Cross Generational Communication Utilizing Social Media

Wednesday, May 3<sup>rd</sup> 2017 | 4:00 p.m. – 5:00 p.m.

**PRESENTED BY:**

Beth Sanders, NBAA

Bob Hobbi, Service Elements

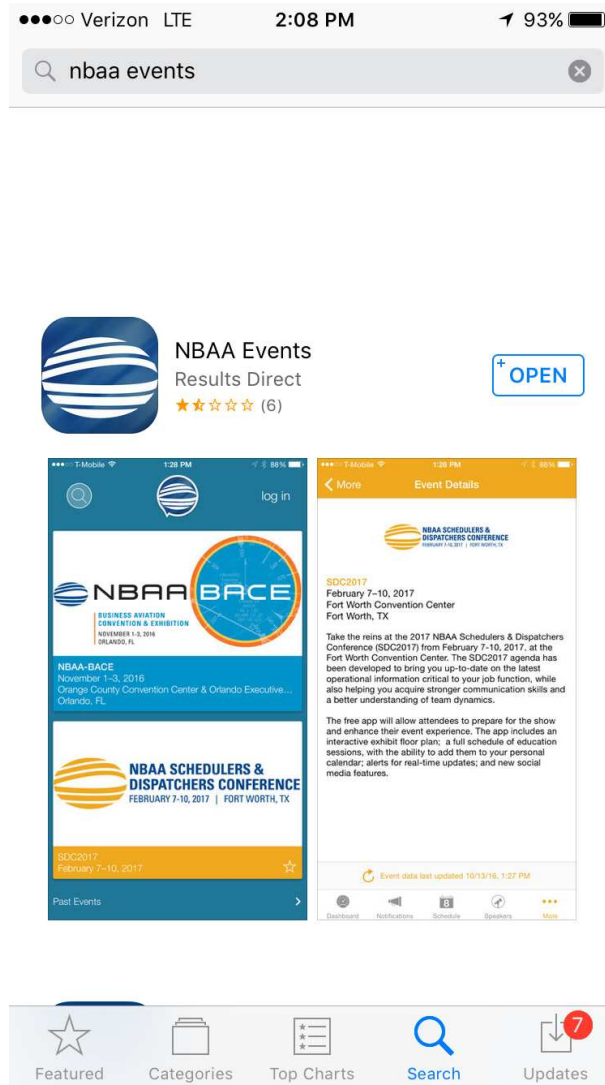
Brian Koester, NBAA

Chris Quiocho, Solutions Aviation

**MAINTENANCE  
CONFERENCE**

May 2–4, 2017 | West Palm Beach, FL

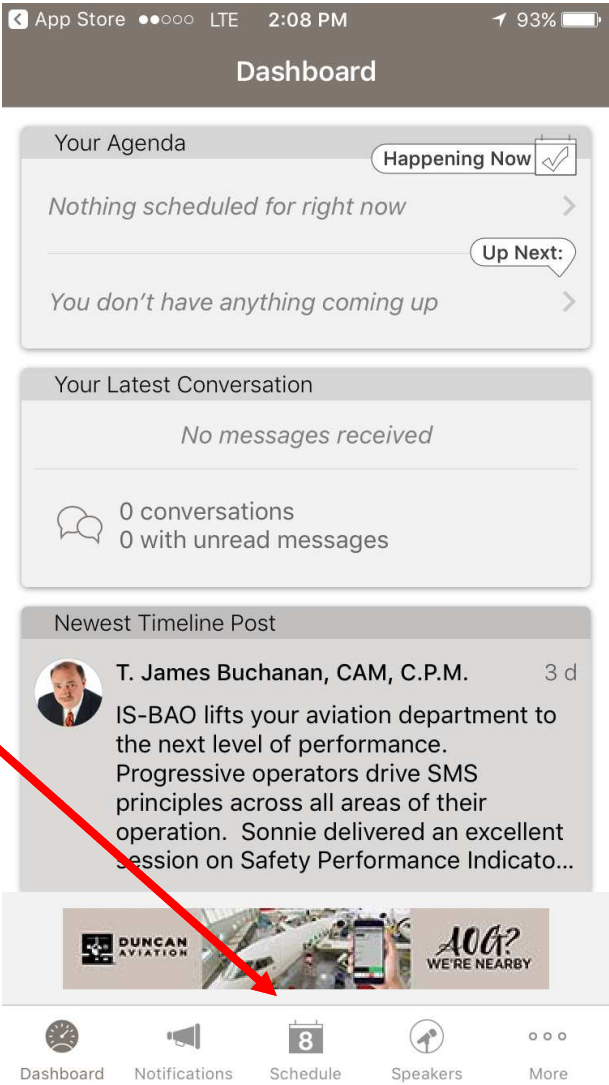
Download the  
NBAA Events App



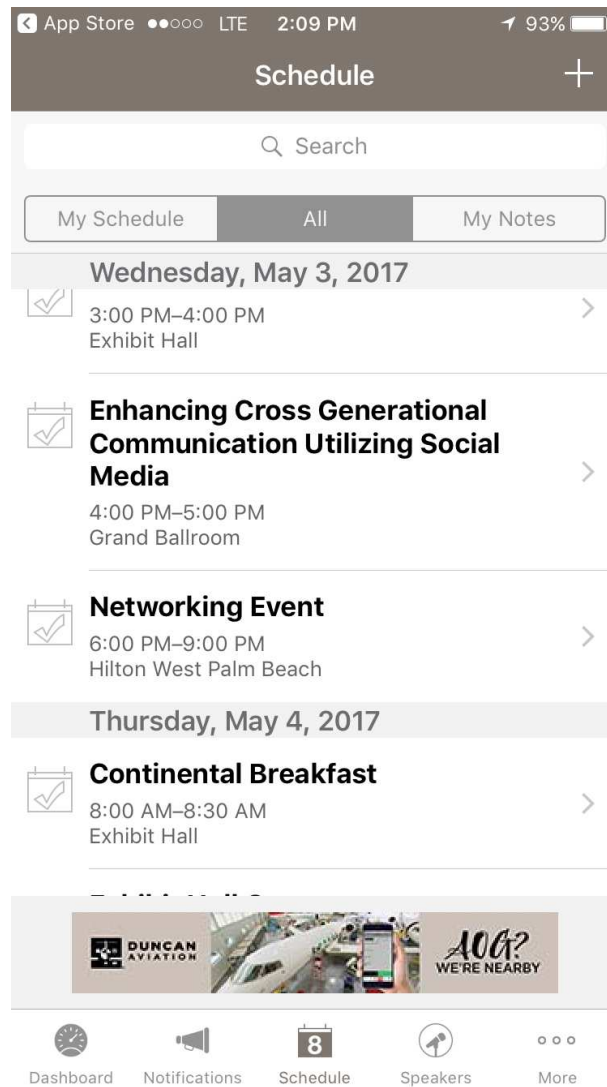
Select the Maintenance  
Conference event



Select the Schedule  
from the bottom of the  
page



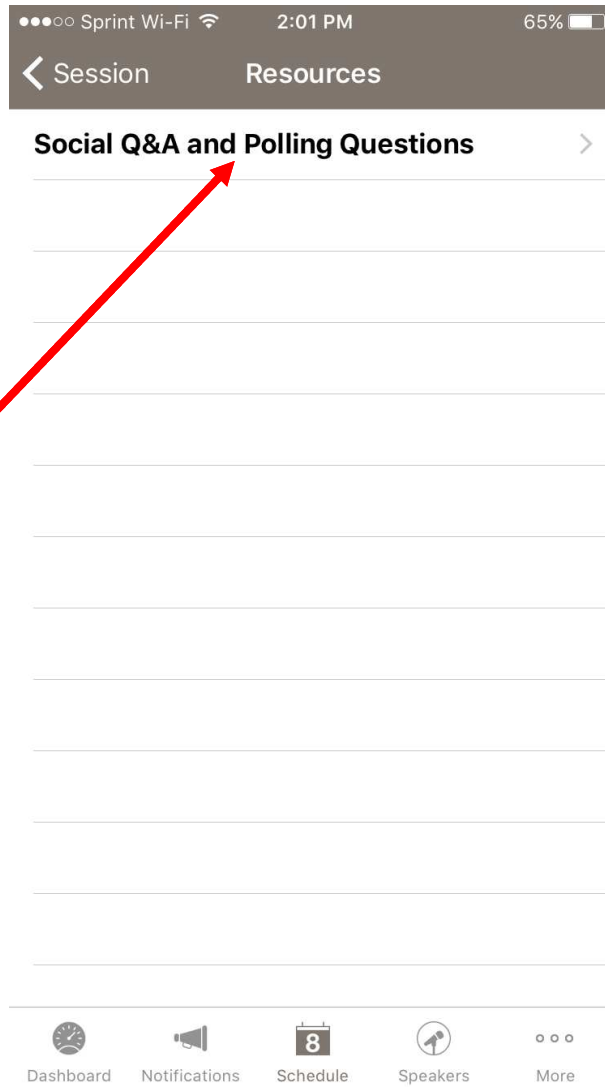
Select the Enhancing  
Cross Generational  
Communication  
session



Click the Resources  
button

The screenshot shows a mobile application interface. At the top, there is a status bar with 'Sprint Wi-Fi', '2:01 PM', and '65%' battery. Below that is a navigation bar with a back arrow, 'Schedule', 'Details', a calendar icon, and a share icon. The main content area has a title 'Enhancing Cross Generational Communication Utilizing Social Media', followed by the date 'Wednesday, May 3, 2017', time '4:00 PM-5:00 PM', and location 'Grand Ballroom'. A paragraph of text describes the session's focus on clear communication and social media. Below the text are two buttons: '1 Resource' and '0 Posts'. A 'Post about this session' button is also present. A 'SPEAKERS' section lists 'Brian Koester' with a profile picture. At the bottom is a navigation bar with icons for 'Dashboard', 'Notifications', 'Schedule' (with a '8' badge), 'Speakers', and 'More'.





Click Social Q&A  
And Polling Questions



Enhancing Cross Generational Communication Utilizing Social Media

Answer the polls



Polls have been created, but none are currently unlocked.

Ask questions



Social Q&A **Ask**

There are no questions right now. Why not ask one?

Sign In To Moderate



**What is your preferred mode of communication?**

**When something goes wrong, how do you prefer to be notified?**



10

**Do you alter how you communicate with different age groups?**

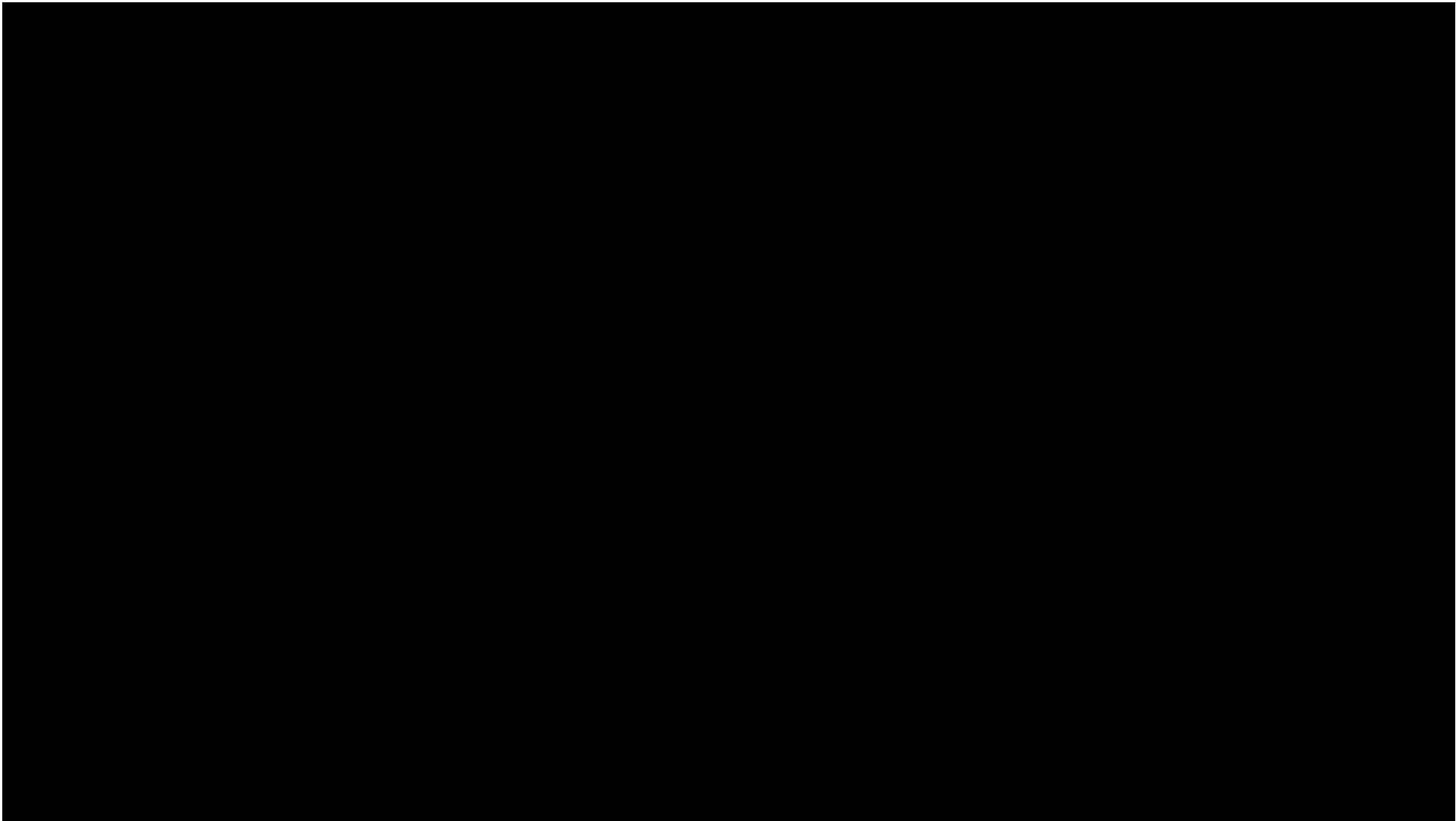
## **POLL THE AUDIENCE:**

**Have you ever experienced difficulty communicating with someone from another generation?**

**What is the best way for a YoPro to engage in a networking conversation with an established member of the industry?**

**How have you adjusted your company culture to attract and retain young talent?**

## How does your company use social media?





**POLL THE AUDIENCE:**

**Which social media platform are you using?**

## POLL THE AUDIENCE:

**Which social media platforms are your company using?**

**What best practices and tips can you share for using social media?**

**Should a company or individual be on every platform?**

**How do you know which platform works best for your company?**

**Are there practices that should be avoided on social media by companies? By individuals?**

**Questions from the audience?**



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