

Presented by

Arndt Hellmann
Leiter Unternehmenskommunikation
Airbus Deutschland

Grenzenlos kommunizieren: PR im erweiterten Europa

Position Panel Diskussion



Airbus

- **Airbus**
European manufacturing network is built around 16 Centres of Excellence
- **Headquarters**
Toulouse, France
- **Sites**
16 in France, Germany, Spain and UK
- **Subsidiaries**
Three in USA, Japan and China
- **Number of employees**
55,000
- **Nationalities**
85
- **Languages spoken**
over 20

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Airbus

- **Airbus S.A.S.**
First created in 1970
- **Turnover in 2005**
approx. € 22.3 billion
- **Shareholders**
80% EADS
20% BAE Systems
- **President & CEO**
Christian Streiff

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Airbus – A real European

- History of more than 70 years in aviation industry
- Roots in four countries: France, Germany, UK, Spain
- Partnership built out of formerly competing companies
- Four partner-countries (engineering, production) and Central Entity (marketing, sales)
- Integrated company since year 2000

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Airbus – Global company

- European industrial setup
- 16 production sites in four EU-countries
- Employees recruited in more than 80 countries
- Engineering centres in China, US, Russia, ...
- Procurement around the world > 10000 suppliers
- Customer-Airlines worldwide

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Airbus Integration Process

Hard factors

- Research & development
- Engineering
- Construction
- Technical standards
- Production planning
- Resource planning
- Procurement
- Industrial setup
- Logistics
- Legal issues
- Political issues
- Financial issues
- Environmental aspects
- ...

Soft factors

- 20 languages
- 80 cultural identities
- Industrial tradition
- Inncultural Communication
- Hierarchical structure
- Rewarding systems
- Motivation systems
- Tradition in competition
- ...

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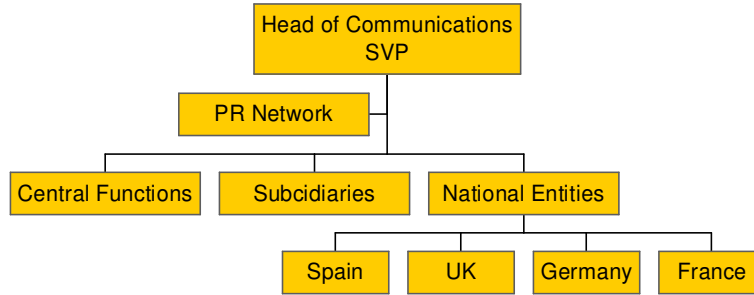
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Airbus Communications Organisation

Airbus Communications Organisation



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Comms. elements for integration (e.g.)

<u>Internal communications</u>	Employees magazine	Face to face communication	Roadshows
Intranet/portals	Internal announcements	Foto/Film productions	sponsoring
Corporate Identity	Visit programmes	internet	Media relations
Publications	advertisements	events	<u>External communications</u>

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Internal magazin „ONE“ – There can only be ONE

- <year 2000: more than 30 internal employees magazines
- Each national entity, production site, project, function used to have their own magazine
- Local content => Highly local identification
- >year 2000: there should only be one magazine and so it has been named „ONE“
- Long discussions with a lot of managers + employees
- Explanations to employees in advance
- ➔ Finally 29 internal magazines had to be KILLED!

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Worldwide linked – Airbus Communications Team

	Staffmeetings/ Video- Conferences	Mail/ Telephone/ Visits	Meeting Minutes	Guidelines Briefings	Hymn sheet	Presskits	Intranet/ Portals	Print/ Electronic Publications	Internal/ external Events, Roadshows
Communi- cation- managers	✓	✓	✓	✓	✓	✓	✓	✓	
PR- consultants		✓	✓	✓	✓	✓		✓	
Employees		✓		✓			✓	✓	✓
Broad public								✓	✓

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Conclusion: Structure and engagement !

- Companies and countries are growing more and more together
 - Complexity is growing due to intercultural + transnational teams
 - Communication without frontiers is necessary in a global acting company
 - Organising structured platforms (formal + informal) therefore are needed for discussion and exchange of content
 - Process setup: gathering, filtering, match, deliver content for statements, guidelines for positioning the company
 - Standardisation is basis for a worldwide + consistent communication
- ➔ Motivate employees for permanent engagement !

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