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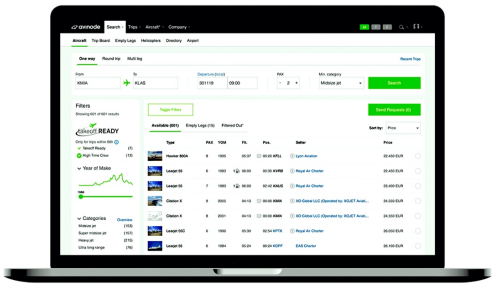
Weekly bulletin for Customers, Staff and Stakeholders #14

- Martin Wolf, chief economics commentator at the Financial Times wrote last week about the world's overdependence on the global supply chain for medicines, medical supplies including masks and PPE, and medical equipment such as ventilators. Wolf's point is that the key lesson from the crisis is to be better prepared, rather than self-sufficient, a policy which he called *"… a costly error."* The full article is here and it is an object lesson in practical and pragmatic thinking. As we understand very clearly, the supply chain works as well as it does when there is free trade, proper planning and, crucially, robust transport links. And that last point is our specialist subject.

- We have invested resources on various digital platforms, both for marketing and for media communications. Ongoing testing and research reveals that Facebook is not an effective B2B tool while Twitter is first class at telling passengers why their train is late. For us LinkedIn wins hands down, with Google's 'My Business' service a worthy second, when it comes to sharing information, making connections and engaging with relevant contacts.

- We are now live on Avinode, the world's leading air charter sourcing platform. Having recently added an eight-seat Beechcraft King Air B200 passenger aircraft to our fleet, joining Avinode was the sensible next step. It is an online marketplace which matches the requirements of brokers with the services offered by aircraft operators.



- "Avinode offers RVL a way of marketing ourselves to pretty much all the air charter brokers in the UK and across Europe, it will enable us to put our new King Air firmly in their line of vision and will help us expand our customer base," said David Lacy, Head of Business Development.

- From the CEO of Boeing, to the unpaid student labouring enthusiastically in exchange for the odd hour of training at their local flying club, aviation unites and excites people. We thought we would tap into that unity and ask you all a simple question: what is your favourite aircraft of all time? Lilienthal's glider? Tiger Moth? SR-71? Boeing 707? X-70 Valkyrie?PA-28?
  Ping us a note and tell us your favourite of all time.