

AIRPORT COMMUNICATIONS CHALLENGE

Task A



Age: 7-11 years

Skills needed: Communication and creative thinking

Scenario

Despite rigorous planning, unfortunately things can happen which means that flights do get delayed. This information needs to be communicated to the passengers in a sensitive way and across different communication channels.

Your task

Create two different messages to inform passengers of a delay due to bad weather. Passengers are relying on you to provide them with update information about their flight. Each message should be written appropriately for its audience.



KEY CONSIDERATIONS:

- Is the message clear?
- Is the language used sensitive?
- Is the length of the message appropriate for the audience?
- Is the tone of the message appropriate for the audience?



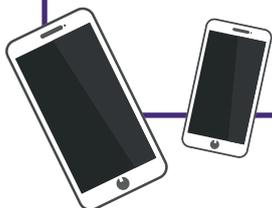
Heathrow colleague who is informing passengers over the PA (public announcement) system at the airport

Heathrow colleague who is informing passengers on social media.

NB: consider using Twitter's 280 character limit as a guide for the length of your post.

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Task B

A passenger lost her dog's medicine while traveling through the airport and asked for our help to find it. Without this medicine the passenger and her dog would not have been able to board their flight to their holiday in Switzerland.

We worked really quickly to make sure that we found it on time and the passenger and her dog made the flight! The passenger has sent us a message on social media to say thank you.



Your task:

Can you reply to their message on behalf of Heathrow?

KEY CONSIDERATIONS:

- Is your message clear?
- Is the language and tone used appropriate?
- Is it less than 280 characters in length?
- Is the tone of the message appropriate?

Catia S @CatiaSmith2345 · 1hr
Thanks to the great staff @HeathrowAirport,Buddy and I are now on our way to our holiday in Switzerland... can't thank you all enough! #happydog #thankful

Replying to @CatiaSmith2345

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Reply

Extension task:

What do you think makes a good social media message? (Think of messages you have read in the past and have found exciting, what do you think makes them engaging to a reader?)