

“We’re All On a Mission.” Apollo 50 Commemoration

2019 Global Aerospace and Defense Advocacy Campaign

As worldwide anticipation built in 2019 for the golden anniversary of the Apollo 11 moon landing, Kallman Worldwide launched “We’re All On a Mission,” a multimedia advocacy initiative to promote U.S. industry at that summer’s Paris Air Show. It coincided with NASA’s “Apollo 50” program to invoke the pioneering spirit of Apollo and inspire continued innovation and global cooperation in aerospace.

I produced and directed the strategic brand marketing and communications campaign for the “Mission” program, including all pre-show content, creative, media and PR and on-site presentations. One month before the show, I organized and produced a “Mission Preview” press conference at the National Press Club in Washington, DC, featuring U.S. Commerce Secretary Wilbur Ross, NASA Administrator Jim Bridenstine, Defense Under Secretary Ellen Lord, AIA President/CEO Eric Fanning and Apollo 15 CMP Al Worden.



U.S. government and industry leaders headlined the preview press conference.

On-site at Le Bourget, our week-long program, “Apollo 50: America’s Invitation to Partnership,” featured high-profile networking activities and thought-leadership presentations to encourage more investment in aerospace and help position U.S. industry as every investor’s top-of-mind partner. A distinguished “Mission Crew” of three Apollo astronauts — Col. Walt Cunningham, USMC-Ret. (Apollo 7), Col. Al Worden, USAF-Ret. (Apollo 15) and BGen. Charlie Duke, USAF-Ret. (Apollo 16) — served as campaign “ambassadors.”

The on-site centerpiece event was a VIP reception to unveil the “Astronaut Al Worden Endeavour Scholarship,” a Kallman Foundation STEM initiative to send students and teachers from international airshow communities to Space Camp in Huntsville, AL. Five months later, after the first awards were presented at the 2019 Dubai Airshow, I produced a promotional video to share our success and validate the “nation-to-nation” spirit of partnership behind the program.

Sadly, Al Worden died at the age of 88 on March 18, 2020. Through the lens of his passing, I hope you’ll appreciate this effort even more as a tribute to an extraordinary man who believed in the future because he’d been there.



Click to watch the “Mission” Paris Air Show Day 1 launch video



Click to watch the “Endeavour” promotional video