

The Aviation Festival

WORKSHOPS

WORLD
Low Cost Airlines
MENA

THE
Air Retail
SHOW MENA 2014

AviationIT
MENA 2014

AirXperience
MENA 2014

Challenge, stimulate, solve

Are you looking for the big ideas and fundamentals so you can master complex subjects at speed?

The Aviation industry is big business. It's also technical business, and changing faster than ever...

These workshops offer comprehensive training for those seeking business advantage. They address the big issues that you and your business are facing using the latest case studies, exercises, role plays and simulations.

Our workshop leaders are experienced practitioners with a flair for coaching and sharing hard-won industry insights. Bring along your own company models for practical and confidential advice.

In just one day, you will learn everything you need to increase your profitability.



Why would you attend? Here are our top reasons:

- 1 To get world class in-depth training for you and your colleagues
- 2 We provide an all-star line-up of workshop leaders for you to learn from, engage with and be inspired by
- 3 To learn about key issues in the industry as a whole (and your area of interest in particular) as articulated by practitioners
- 4 To meet people and organisations addressing these same key issues
- 5 To gain insight into the experiences of others who face challenges similar to yours
- 6 The workshop leader will tailor the content of each session based on audience participation and needs
- 7 To forge partnerships with colleagues who address key common issues/concerns
- 8 To discover implementable ideas
- 9 Workshops are hands on - you won't be sitting in a huge room watching PowerPoint slides and demos on a giant screen, you will be discussing and debating the issues directly influencing your business
- 10 To identify opportunities for service within the profession as a whole
- 11 Learning is compacted into just one day for each workshop meaning time out of the office is minimal

Event workshops

Pre-event workshop

Sunday 19th October 2014

Profit-enhancing revenue solutions

WHY ATTEND

This is your chance to get the inside track on the processes that can transform the revenue strategy your business currently has in place

YOUR SCHEDULE

- 1000** Five trends that will define the airline industry in 2020
- 1100** Networking break
- 1130** How to construct branded fares at your airline
- 1230** Networking lunch
- 1330** Creating another hub (the U.S. experience)
- 1430** Networking break
- 1530** Creating another hub (the U.S. experience)
- 1600** Managing 'Big Data' at an airline - the example of revenue management
- 1630** Close

MASTER CLASS LEADER



Tom Bacon

Former CCO of Frontier and American Airlines /Instructor at IATA

With over 30 years of experience in the airline industry at Frontier Airlines, American Airlines, Bombardier, Mesa Airlines and American Eagle, Tom will provide a disciplined, highly analytical, profit-oriented analysis of the key commercial functions of airlines.

Post-event workshop

Wednesday 22nd October 2014

Airline route profitability

WHY ATTEND

Discover how to successfully build up and apply real time route profitability as a major airline business intelligence tool

YOUR SCHEDULE

- 1000** An empirical study about route profitability: The clash between reality and self-perception
- 1100** Networking break
- 1130** How to build a real time route profitability for airlines
- 1230** Networking lunch
- 1330** Demonstration of state of the art route profitability models
- 1430** Networking break
- 1500** Successful application of route profitability analysis as the major business intelligence tool
- 1600** Close

MASTER CLASS LEADER



Walter Prenzler

Former CEO of flynas / Expert Consultant in the aviation industry

With thirty four years of experience (including the role of CEO at flynas) Walter will be giving a first class insight into successful leadership and operational airline management for an overall increase in revenue.



Only 30 places per workshop - book now to reserve your seat online now at www.terrapinn.com/aviationfest/workshop

Sunday 19th October 2014

Profit-enhancing revenue solutions

Tom Bacon, former CCO of **Frontier** and **American Airlines**, current instructor at **IATA**

We spoke to Tom to give you an insight into why you should attend this workshop and what you will gain from it.

“It is a constant challenge to anticipate further change and get ahead of it, rather than simply react to current market forces. I look forward to sharing the lessons I’ve learned and helping other executives position their airlines, and themselves, for the next phase of change.”



Please tell us a little more about the workshop you will be holding?

I’ve been in the airline industry for over 25 years and I have led teams in every aspect of commercial operations, including marketing, fleet planning, sales, schedules and pricing. I have held executive positions at five airlines and a major GDS. I love this industry – in a large part because it is so dynamic. During my time in the industry, we have seen hundreds of airlines go bankrupt while we have seen others grow and prosper beyond any expectations. It is a constant challenge to anticipate further change and get ahead of it, rather than simply react to current market forces. I look forward to sharing the lessons I’ve learned and helping other executives position their airlines, and themselves, for the next phase of change. We will discuss macro trends as well as delve into greater detail for likely changes in pricing, scheduling, and managing big data.

What key takeaways can attendees expect from your workshop?

There remain tremendous opportunities for improving the business function of airlines. There is still much to be learned in fleet, scheduling, pricing, marketing, and distribution.

In pricing, there is further work to be done in both ancillary fees and branded fares. Price elasticity, competitive positioning, and e-merchandising all drive “optimal” pricing. I will share learnings from my role in quadrupling ancillary fees at a \$1B carrier and launching the first branded fares in the U.S.

Airline growth often appears imperative for a healthy airline – but what is the best way to think about growth? We will use an analysis of the creation of a new hub as a foundation for how to best look at growth. I will share my experience in launching multiple new hubs at American Airlines – and closing almost as many!

Big Data remains a huge opportunity for airlines but it isn’t effective when left on auto-pilot. I’ll provide specific tools for managing Big Data using revenue management as a case study.

Why is it so important for aviation executives to learn more about commercial operations?

As the industry has evolved, along with new developments in technology and e-commerce, the commercial functions have become more inter-related. It is helpful for airline professionals in each of the key commercial functions (pricing, sales and marketing, distribution, planning), as well as those in airline operations, to better understand the functional inter-relationships.

One element all commercial functions have in common is the tremendous opportunity to exploit Big Data. Revenue management, scheduling, and loyalty/customer relations have been leaders in managing big data for a long time but, in my view, they have still only scratched the surface. In addition, analytics and Big Data is now being leveraged across airline functions into Operations and Distribution.

Although typically the Commercial function represents a small fraction of the total airline in terms of headcount (less than 1%), it has tremendous leverage on the success of the whole company. The whole airline relies on the Commercial function to establish and maintain the strategic direction for the airline.



Wednesday 22nd October 2014

Airline route profitability

Walter Prenzler, former CEO, **flynas**

“ Participants will not learn only about route profitability but also will get a good market overview and some valuable benchmark results. ”

We spoke to Walter to give you an insight into why you should attend this workshop and what you will gain from it.



Please tell us a little more about the workshop you will be holding?

The workshop consists in principle of four parts which, in summary, will provide a very in depth understanding about some route profitability models and systems available and applied in the industry, which models are used by different types of airlines and how they are structured by costs groups and contribution margins.

However, an empirical study and analysis about the application of route profitability in different airline business models do reveal that there is quite a discrepancy between self-perception and reality which leads to wrong decisions and unnecessary operating losses.

Last, but not least, the participants of the workshop will learn how to understand the results shown in the route profitability models and how to apply successfully the route profitability as the most important airline business intelligence tool.

What 3 key takeaways can attendees expect from your workshop?

The participants will learn how important the route profitability is for the planning of each airline's network and fleet development, and, accordingly, for the profit & loss results of the operation, how to work correctly and successfully with the route profitability, and, finally, which route profitability models are applied in the industry by different airline business models. So the participants will not learn only about route profitability but also will get a good market overview and some valuable benchmark results. And to know about existing discrepancies between reality and self-perception is the first step to improve the short comings.

Why is it so important for aviation executives to learn about efficient commercial operations?

The operational production of each airline is its network, and to measure the commercial success of the operation a route profitability calculation is required. To take the correct decisions and to secure a continuous profitable commercial operation of the airline it is most important for the executives to have the best industry standard business intelligence tools available and to apply them accordingly.

