



These are interactive sessions and participants are urged to ask questions and engage in discussions during the presentation. Day 1 begins with an overview of the airline industry and emphasizes ancillary revenue and a la carte pricing. Day 2 continues the ancillary revenue theme and finishes with frequent flier programs as the afternoon topic.

#### DAY 1 – SEMINAR AGENDA EXAMPLE

**9:00 a.m. - 10:15 a.m. – Background for the Consultant**

A member of the management team describes the environment which has led the client to seek strategic guidance on branding, product, customer service and pricing. What are the perceived threats and opportunities? How has the corporate culture accepted new retail methods involving a la carte pricing?

**10:15 a.m. - 10:30 a.m. – Coffee Break**

**10:30 a.m. - 12:00 noon – Ancillary Revenue in a Time of Crisis**

This 90-minute presentation, with ample Q&A time, defines ancillary revenue, provides a worldwide overview of a la carte activity, and gives practical advice on implementation. It provides the perfect introduction to the topic of ancillary revenue with an emphasis on brand development, consumer relations, sales methods, and employee support.

**12:00 noon - 1:00 p.m. – Lunch**

**1:00 p.m. - 2:30 p.m. – Show Me the Money**

This 90-minute presentation, with ample Q&A time, provides greater depth of discussion on core ancillary revenue opportunities: checked baggage fees, seat assignments, early boarding, co-branded credit card, and upgraded meal options. Specific carrier examples and “per passenger” revenue statistics are included.

**2:30 p.m. - 2:45 p.m. – Coffee Break**

**2:45 p.m. - 4:15 p.m. – Airline and Hotel Fees: Wicked, Good, Misunderstood?**

During this 90-minute presentation, with ample Q&A time, IdeaWorks weaves a wonderful tale involving a cast of characters: Southwest, Delta, Hilton and Holiday Inn Express. Specific topics covered include: 1) How wickedly-good baggage revenues compare to the goodness of bundling, 2) A la carte adventures and the hotel industry’s yellow brick road to profits, and 3) Confused and complacent munchkin consumers.

**4:15 p.m. - 5:00 p.m. – One-on-One Consultation**

The client may opt to use the time for one-on-one consulting in a particular area such as onboard retail, website merchandising, or brand conflicts.

## DAY 2 – SEMINAR AGENDA EXAMPLE

### **9:00 a.m. - 10:30 a.m. – Is Greed Still Good?**

This 90-minute presentation, with ample Q&A time, expands upon “Show Me the Money” by describing a worldwide buffet of current a la carte pricing practices. We have learned greed without limits is bad. But greed must not be confused with the need to maximize revenue. The session emphasizes good practices related to defining your ancillary revenue brand, creating consumer clarity and engaging employees as supporters.

### **10:30 a.m. - 10:45 a.m. – Coffee Break**

### **10:45 a.m. - 12:15 p.m. – Moving to Merchandising Methods in the Cabin**

This 90-minute presentation, with ample Q&A time, applies best practices to boost onboard food and beverage sales. All too often carriers expect stellar results but use obsolete processes. Flight attendants push the same trolleys and management relies on catering methods developed decades ago. IdeaWorks conducted extensive research to determine how industry leaders maximize sales in other enterprises, such as casual dining, sports and entertainment, grocery stores, hospitality and train travel.

### **12:15 p.m. - 1:15 p.m. – Lunch**

### **1:15 p.m. - 2:45 p.m. – Solving the Reward Availability Problem**

This 90-minute presentation, with ample Q&A time, explores the revenue-aware solutions developed by Alaska Airlines, Delta Air Lines, and Aeroplan. Innovation and accountability are key factors in addressing an issue that many consumers complain about and many airline executives prefer to ignore. Learn how one-way rewards, pay-with-miles, and mileage bank approaches are providing new ways to relieve the frustrations of frequent fliers.

### **2:45 p.m. - 3:00 p.m. – Coffee Break**

### **3:00 p.m. - 4:15 p.m. – Worldwide Guide to Reward Availability**

This 75-minute presentation, with ample Q&A time, reveals which of the world’s largest 22 frequent flier programs offer the most reward seats online. IdeaWorks conducted 6,000+ booking queries to create a fascinating look at the much-discussed controversy over reward seat availability. Learn how some carriers provide more reward seats and why others are downright stingy.

### **4:15 p.m. - 5:00 p.m. – One-on-One Consultation**

The client may opt to use the time for one-on-one consulting in a particular area such as onboard retail, website merchandising, or brand conflicts.

## YOUR SEMINAR PRESENTER

**Jay Sorensen’s research and reports** have made him a leading authority on frequent flier program development and the ancillary revenue movement. For 2010 he has been invited to be a keynote speaker at Mega Event 2010: The Airline Profitability Summit, the annual worldwide conference on frequent flier programs. This event, developed by Airline Information, has been a resounding success for many years. More than 300 executives representing 75 airlines from all over the world attended the 2009 conference in California.

He will publish the 3rd edition of the *Guide for Ancillary Revenue and a la Carte Pricing for 2010*. A new publication will join this title during 2010. The *Guide for Loyalty Marketing* by IdeaWorks will be a 110-page resource dedicated to the topic of frequent flier programs. Mr. Sorensen is a veteran management professional with 26 years experience in product, partnership and marketing development. As president of the IdeaWorks consulting firm, he has enhanced the generation of airline revenue, started loyalty programs and co-branded credit cards, developed products in the service sector, and helped start airlines and other travel companies.

His career includes 13 years at Midwest Airlines (formerly Midwest Express) where he was responsible for marketing, sales, customer service, product development, operations, planning, financial analysis and budgeting. His favorite activities are hiking, exploring and camping in US national parks with his family.

### **Contact information:**

Jay Sorensen, President, IdeaWorksCompany.com

Jay@IdeaWorksCompany.com • Direct telephone: 1-414-961-1939



Jay Sorensen with sons Aleksei and Anton in Redwood National Park in California.