



Illuminate and innovate with an on-site learning experience we call BlueSkyU. Enjoy the convenience and savings of private enhancing seminars held at your headquarters with an agenda chosen by you. Create your own agenda from a library of presentations provided by global airline consultant and analyst Jay Sorensen.

You may choose a 1, 2 or 3 day format and consider including time for one-on-one consulting. Simply add coffee breaks and lunch to the schedule. It's a convenient, cost-effective, and customized method to educate airline managers on crucial marketing issues. You can fill the room with general staff or limit attendance to senior leaders. The presentation style is designed to encourage debate and discussion in a confidential environment.

ANCILLARY REVENUE AND A LA CARTE PRICING

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 implementing fees and revenue enhancements. It provides the perfect introduction to ancillary revenue with an emphasis on brand development, consumer relations, sales methods, and employee support.

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.

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.

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.

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.

Boost your revenue IQ

Allegiant Air: How to Be Better than Ryanair

This 90-minute presentation, with ample Q&A time, describes why Allegiant Air is the worldwide ancillary revenue leader when measured on a per-passenger or percentage-of-revenue basis. Allegiant is often called a holiday company that happens to own an airline. This session explores the unique marketing strategy of this airline and suggests how other airlines might benefit from elements of its business model.

How Ryanair is Trying to Change the World

This 30-minute presentation explains the psychology of Ryanair's seemingly mad methods. Michael O'Leary loves controversy and a la carte fees; his plans to change how people travel are generating both in ample measure. What can be learned and what should be avoided?

FREQUENT FLIER AND LOYALTY MARKETING

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.

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.

Going Beyond Air Travel with Alternative Rewards

This 60-minute presentation, with ample Q&A time, describes the increased presence of alternative offers on frequent flier reward charts. Airlines are working to prevent a mileage meltdown by opening their wallets and embracing new reward choices. Hotel, car rental, merchandise, and airline branded rewards are perks to consider.

GENERAL AIRLINE INDUSTRY

Guide to the Airline Industry – Extended Seminar

This 2-hour presentation, with ample Q&A time, provides an exceptional overview of the airline industry from the perspectives of brand, pricing, product, and strategy. This longer presentation covers the following categories:

1) Worldwide review of airline strategies, 2) How low cost carriers are remaking the marketplace, 3) The new economics created by ancillary revenue and a la carte pricing, 4) Targeting small business and self-managed travelers, and 5) Frequent flier 101.

HOW YOUR COMPANY WILL BENEFIT

The BlueSkyU experience delivers these benefits:

- Jump start your strategic and practical knowledge of ancillary revenue.
- Determine what's best – a la carte, bundled alternatives, or a hybrid approach.
- Create a blueprint for success based upon lessons from all over the globe.
- Generate consumer preference and trust by avoiding the “fee trap.”
- Build employee support and thwart media and regulatory backlash.

IMPORTANT DETAILS

About the Presentations Audience size is determined by the client and may range from a small group of top executives to a cross-functional contingent of marketing, sales, pricing, customer service, and onboard product employees. The client is requested to provide a power point projector and erasable white board. Time is allowed for discussion during and at the conclusion of each presentation.

Add more educational value to the seminar with Guides from IdeaWorks Group licensing fees are available for the ezRez 2010 Guide for Ancillary Revenue and a la Carte Pricing and the 2010 Loyalty Marketing Guide.

Reimbursed Travel Expenses Client to reimburse Consultant for travel expenses by separate invoice. Such expenses shall include air travel, overnight hotel accommodations, car rental, meals, and airport parking. Travel expenses can be reduced when the seminar is included in an existing travel itinerary.