



Boost Your Carrier's Revenue IQ with Master Class Workshops

Illuminate and innovate with on-site Master Class Workshops by IdeaWorksCompany.

Enjoy the convenience and savings of private 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- or 2-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

- NEW The Airline CEO Guide to Merchandising**
This 45-minute presentation could also be called "Everything You Wanted to Know About Airline Retail But Were Afraid to Ask." It's designed to remove the mystery from all the phraseology occurring in the travel marketplace such as NDC, EMD, dynamic bundling, and merchandising engines. The result is a valuable learning experience for anyone wishing to become more conversant and knowledgeable on the topic of airline retail.
- NEW Brussels Airlines, JetBlue, KLM, and United Rev Up Their Ancillary Revenue Engines**
This 45-minute presentation describes how the best airline merchandisers know a la carte revenue is boosted by a magical combination of human support and distribution technology.
- NEW Profit From Innovation: Benefits of Ancillary Revenue Reach All Over the World**
Airlines will learn they are not alone in the pursuit of ancillary revenue during this 45-minute presentation. Within the industry, innovators include AirAsia, KLM, and Virgin America. Global practitioners in other industries include Disney, Norwegian Cruise Line, and Starbucks. The presentation describes new products and the revenue achieved by other airlines.
- NEW Top Ten Things You Need to Know About Ancillary Revenue and Airlines**
IdeaWorksCompany reviews the past, present and future of the ancillary revenue revolution during this 30-minute presentation. This is a good summary of the scope and breadth of the ancillary revenue revolution with a focus on checked bags, branded fares, consumer transparency, and high value customers.

Ancillary Revenue Boosts the Bottom Line

This 60-minute presentation warns executives to not ignore the opportunity provided by a la carte fees, ancillary revenue, and unbundled products. The topics reviewed include a list of a la carte ideas from around the world with an emphasis on checked baggage.

Ancillary Revenue in a Time of Crisis

This 60-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.

Boost Ancillary Revenue Through Empathy, Competence, and Kindness

This 45-minute presentation, with ample Q&A time, reveals how airline management teams can work together for the greater good of their customers, employees, and investors. Better inter-departmental relations are accomplished through empathy, or placing yourself in the shoes of another person. Enhancing customer service through the timeless qualities of expertise, adeptness, and skill are additional key messages.

Moving to Merchandising Methods in the Cabin

This 75-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. IdeaWorksCompany 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.

FREQUENT FLIER AND LOYALTY MARKETING



How Do I Reward Thee? Let Me Count the Ways Dear Traveler

There are many ways to love your best customers; IdeaWorksCompany explores seven of them. This 45-minute presentation offers alternatives to a traditional frequent flier program such as subscriptions, coalition programs, and co-branded credit cards.



Revenue-Based Accrual as the New World Order

With American and United following Delta to revenue-based loyalty, what are the implications of these fundamental shifts in loyalty marketing programs? This 45-minute presentation describes why revenue-based accrual is a timely choice and offers 10 tips for making the change.



Fly High or Sink Low: Reward Programs Create Their Reputation

The opportunity and challenge began with the arrival of co-branded credit cards. This 30-minute presentation reviews results from the Switchfly Reward Seat Availability Survey. Benefitting from research involving more than 7,000 online booking queries, this presentation demonstrates how reward availability is no accident. It's a program attribute that defines a carrier's relationship with its most frequent customers.

Going Beyond Air Travel with Alternative Rewards

Airlines are working to prevent a mileage meltdown by opening their wallets and embracing new reward choices. This 45-minute presentation describes how frequent flier programs are boosting member options with airline-branded rewards and by moving from everyday merchandise to unique experiences.

Airlines Woo Members with Wild, Weird and Wonderful Rewards

IdeaWorksCompany reviews the frequent flier programs associated with 150+ airlines to find the most distinctive rewards that go far beyond flying. This 45-minute presentation describes why airlines offer alternative rewards. Seven alternative reward styles are presented. Learn how these rewards can enhance member engagement in the program or help craft a brand's personality.

Loyalty by the Billions

IdeaWorks analyzes how frequent flier programs pour cash into airline coffers. This 60-minute presentation, with ample Q&A time, describes how these programs provide piles of cash from the sale of miles and points to partners, the a la carte fees associated with reward travel, and the revenue rewards members give to airlines when they buy more travel.

Worldwide Guide to Reward Availability

This 45-minute presentation, with ample Q&A time, reveals which of the world's largest 25 frequent flier programs offer the most reward seats online. IdeaWorksCompany 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.

GENERAL AIRLINE INDUSTRY

Guide to the Airline Industry – Extended Seminar

This 90-minute 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

Master Class Workshops by IdeaWorksCompany:

- 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 creating products instead of merely adding new fees.
- 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 Airline Ancillary Revenue and 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.

CONTACT INFORMATION

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