



Marketing to Airlines & Incentives

Dates

October 15-16: 4:30am EDT | 9:30am BST | 4:30pm SGT

November 12-13: 9:00pm PST⁻¹ | 5:00am GMT | 1:00pm SGT

November 17-19: 9:30am EST | 2:30pm GMT | 10:30pm SGT

A virtual workshop designed for individuals who have direct responsibility for, or involvement in, the marketing of airports and destinations to airlines and negotiating incentives with airlines, in support of an air service development strategy.

The growth of the route development function within airports and tourism organisations has propelled forward the importance of marketing to attract new airlines, new routes and to build traffic.

The programme will appeal to experienced B2B marketers, route developers and particularly those newly appointed to the aviation marketing function. It will help delegates gain insight into how to create distinctive marketing communications for their airport or tourist organisations ensuring a true competitive advantage in attracting airlines.

The importance of airport branding will also be discussed, as well as the application of new digital media and content marketing within airport campaigns. This workshop is practical, creative and thought provoking, enabling marketers to better plan, build and implement compelling airline marketing campaigns.

What you will learn

- What drives airline customer decisions?
- How airlines are influenced by airport brand and marketing
- Differentiation and positioning of your market and service offer
- Understanding of new digital and social media platforms
- How to create cutting edge campaigns and standout presentations to airlines
- The importance of incentives for airlines
- Negotiation skills and techniques
- Case studies and sharing experiences

Virtual Workshop Pricing

\$1,995 USD

\$1,595 USD - Early Bird Pricing

**Registration must be complete 30 days in advance for early bird discount.*

Who should attend?

- Airports – aviation marketing managers, marketing executives, route development managers
- Tourism organisations – destination marketing managers, executives, air service development managers

Virtual Workshop Agenda

Day 1

- Understanding your aviation markets
- Understanding the airlines
- Understanding competition
- Determining the positioning and brand of your airport and destination
- Working with route development data
- Developing the “perfect presentation” to attract airlines

Day 2

- Latest applications of digital, social media and customer data management for route development
- Case studies
- Different support mechanisms
- Traffic revenue guarantees
- How to structure deals that meet the existing legal framework in your market
- Negotiating with LCCs, network carriers and tour operators