

# Understanding Airline Network Planning

## Dates

October 27-28: 4:30am EDT | 9:30am GMT | 5:30pm SGT

This training workshop is designed for newcomers to the airline industry and network planning function as well as experienced route development managers looking to understand more about how network planners operate.

The virtual workshop will provide fast track foundation learnings for all the key disciplines within the airline network planning role.

The network planning function within an airline addresses the optimisation of how airlines serve markets, how to best deploy their fleets and how decisions are taken to open up new routes and services. Our team of experienced airline industry professionals will take delegates through a comprehensive programme providing clear skills development to support this key airline discipline.

## What you will learn

- Factors that impact demand for air travel
- Understanding data: Types of data, sources and manipulation techniques
- Identifying and evaluating route opportunities
  - Techniques for forecasting traffic volumes and market share
  - Yield and revenue forecasting
  - Market stimulation
- Benchmarking against competing airlines
- Key approach differences between carrier types – full service and network, LCCs, charter and tour operators
- Understanding airline economics
- Fleet planning and evaluation
- Interaction with related functions – revenue management, sales, partnership & alliance management, and scheduling
- Network optimisation

## Who should attend?

- Airlines – Network Planning Managers
- Route Development Managers (Airports)
- Market Analysts

## Virtual Workshop Agenda

### Day 1

- Market research and understanding demand
- Network strategy and designing networks
- Fleet supply and integrated planning

### Day 2

- Traffic and revenue forecasting
- Costing and profitability
- Benchmarking and KPI setting

## Virtual Workshop Pricing

**\$1,995 USD**

**\$1,595 USD - Early Bird Pricing**

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