

ASM is pleased to hold it's upcoming training program in Fort Lauderdale, FL this December. The program will contain two separate courses, The Fundamentals of Air Service Development, and Marketing to Airlines and Incentives. Each course will be led by ASM's world-leading air service development consultants, and provide delegates new skills and techniques to utilize within their careers.

Both of our courses have also been adapted and tailored to include the impacts and opportunities from the current pandemic and explore topics such as recovery, stability, growth and staying ahead of the competition. Practical steps and implementation recommendations will also be more heavily emphasized to help delegates towards the path to recovery.

The Fundamentals of Air Service Development

While the air service development process will recalibrate to normalcy at some point, it will be significantly different for a period of time. In this course, you will learn the fundamentals of air service development from both traditional and post-pandemic viewpoints. We will highlight the importance of working with your local stakeholder communities during the recovery period, as well as what pieces of information will be critical in facilitating a "seat at the table" as airline schedules evolve. We will also provide an overview of the global and U.S. airline industry, including a review of recent history and how each carrier is progressing through the initial phases of industry recovery.

Who should attend?

- Airport personnel with limited experience or new to the route development function
- Tourism professionals responsible for air service development
- Civil aviation authorities
- Government agencies and departments

Marketing to Airlines and Incentives

A course designed for individuals who have direct responsibility for, or involvement in, the marketing of airports and destinations to airlines and developing competitive airline incentive programs in line with the FAA guidelines. This course will appeal to experienced B2B marketers, route developers and those appointed to an aviation marketing function.

Who should attend?

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

Calendar

Price per Course: \$1,495

To register for a course, go to
aviationweek.com/ASMTrainingProgram

7-8

December

**The Fundamentals
of Air Service
Development**

9-10

December

**Marketing to Airlines
& Incentives**