ASM is pleased to launch its 2022 training program. In 2022, we are running a series of courses in London for all levels and all needs over several weeks in March and June.

All of our courses have been adapted and tailored to include the impacts and opportunities from the current crisis 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. In addition, the courses incorporate insight on sustainability and the impact of climate change on route development, along with steps to be taken to reduce carbon footprints.

Fundamentals of Route Development for Airports and Destinations

This course offers a comprehensive introduction to air service development, catering primarily to those who are relatively new to the function.

This course equips delegates with the practical tools and techniques to attract new routes and growth from airlines.

Agenda
1. Setting the Scene
2. Understanding Your Market
3. Understanding Airlines
4. Airline Insight Survey
5. Positioning and Competitors
6. Strategy and Targets
7. Implementation
8. Airline Deals
9. Marketing to Airlines and the "Perfect Presentation"

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

Route Traffic Forecasting, Catchment Analytics, Data and Long-Term Forecasts

This course is aimed at practitioners who wish to learn the most up-to-date techniques to generate both short and long-term traffic forecasts, including how to utilize appropriate market data, understanding how successful your target route can be, and tips on how to pitch to the airlines. Delegates will also learn different methodologies to produce both qualitative and quantitative forecasts while running practical "hands on" exercises throughout the course.

Agenda
1. Setting the Scene
2. Excel Skills
3. Forecasting Overview and Demand Forecasting Techniques
4. Stimulation and Forecasting Techniques
5. Long Term Forecasting Techniques
6. Airline Route Economics
7. Review and Certification

Who should attend?
- Airports – route development managers, analysts
- Airlines – new analysts, network planners
- Civil aviation authorities
- Government agencies and departments
- Personnel responsible for airport forecasts
- Anyone involved or interested in long term forecasting for airports or airlines

Marketing to Airlines and Implementation of Route Support Deals

A course 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. Will appeal to experienced B2B marketers, route developers and those appointed to an aviation marketing function.

Agenda
1. Setting the Scene
2. Understanding Your Market
3. Understanding Airlines
4. Airline Insight Survey
5. Airline Deals and Incentives
6. Marketing Channels
7. Content Marketing
8. Marketing to Airlines and the "Perfect Presentation"
9. Implementation
10. Airport Business Plan

Who should attend?
- Airports – aviation marketing managers, marketing executives, route development managers
- Tourism organisations – destination marketing managers, executives, air service development managers

GLOBAL ROUTE DEVELOPMENT CONSULTANTS

ASM TRAINING PROGRAMME 2022

March Programme

14-15 March	Fundamentals of Route Development for Airports and Destinations
16-17 March	Route Traffic Forecasting, Catchment Analytics, Data and Long-Term Forecasts
28-29 March	Marketing to Airlines and Implementation of Route Support Deals

June Programme

| 13-14 June	Fundamentals of Route Development for Airports and Destinations
20-21 June	Route Traffic Forecasting, Catchment Analytics, Data and Long-Term Forecasts
27-28 June	Marketing to Airlines and Implementation of Route Support Deals
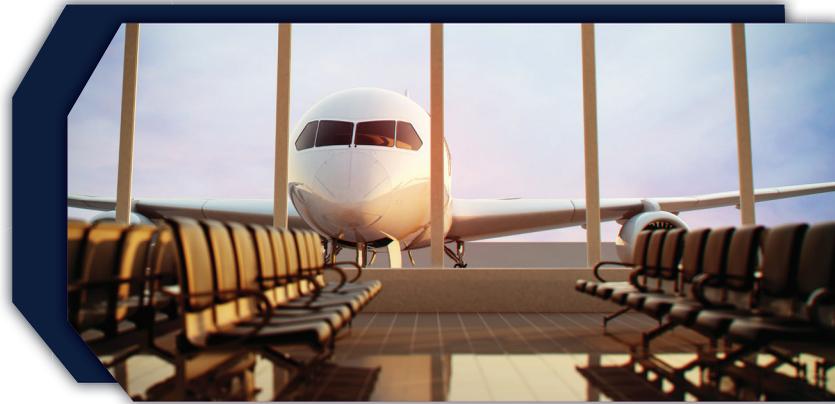
Price per Course: £1195

Training discounts

- Multiple Course Discount: attend more than one ASM training course in 2022 and receive a 15% discount off your second course and a 15% discount off your third.

Venue Location

Informa
240 Blackfriars Road,
London, SE1 8BU
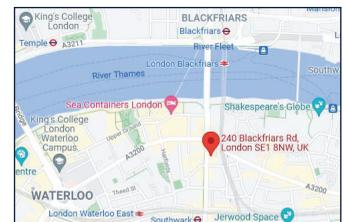
Hotel Information

Nearest hotels to the venue include:

- Premier Inn - London Blackfriars
- Travelodge London Central Southwark
- Novotel London Blackfriars

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

Or contact Tony Griffin at
tony.griffin@asm-global.com | +44 (0)7740320129

asm-global.com

AVIATION WEEK NETWORK