

ASM is pleased to launch its 2022 training program. 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.

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.

The Fundamentals of Air Service Development

This course offers a comprehensive introduction to air service development, as well as equipping delegates with practical tools and techniques to attract new routes and growth from airlines. Learn more about how an air service network is the most critical element of an airport, including generating passenger and cargo volumes, aeronautical and non-aeronautical revenues as well as serving as a catalyst for local, regional and national economic growth.

Agenda

Day 1

1. Introductions & Setting the Scene
2. Introduction to Air Service Development in and beyond the Post-Pandemic World
3. Airline Data: Speaking the Same Language
4. Understanding Airline Economics & Strategies
5. Understanding Your Market

Day 2

1. Preparing Air Service Development Business Cases in Traditional and Post-Pandemic Environments
2. Introduction to Airline Incentive Programs
3. Fundamentals of Air Service Marketing

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

Traffic Forecasting Data, Tools and Techniques

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

Day 1

1. Introductions & Setting the Scene
2. Airline Data Sources & Airport Catchment Analysis
3. Excel Skills
4. Forecasting Overview and QSI

Day 2

1. Stimulation and Forecasting Connecting Flows
2. Long-Term Forecasting Techniques
3. Airline Route Economics
4. 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 Incentives

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

Day 1

1. Introductions & Setting the Scene
2. Introduction to Air Service Development In and Beyond the Post-Pandemic World
3. Airline Strategy
4. Fundamentals of Airline Data

Day 2

1. Understanding Your Market
2. What Makes a Compelling Airline Business Case
3. Airline Incentives and FAA Guidelines for U.S. Airports
4. Air Service Marketing Strategies

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 PROGRAM 2022

May Program

Location: Irving, TX

3-4

May

The Fundamentals
of Air Service
Development

5-6

May

Traffic Forecasting
Data, Tools and
Techniques

August Program

Location: Washington, D.C.

2-3

August

The Fundamentals
of Air Service
Development

4-5

August

Marketing
to Airlines &
Incentives

December Program

Location: Miami, FL

6-7

December

The Fundamentals
of Air Service
Development

8-9

December

Traffic Forecasting
Data, Tools &
Techniques



Facilitators:



Ilona Cambron

*Director of Air
Service Development*



Jeremiah Gerald

*Director of Air Service
Strategy and Marketing*

Price per Course: \$1,495

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.

To register for a course or a full program, go to
aviationweek.com/ASM-TrainingProgram

Or contact Melissa Crum at
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