

Agenda

DAY 1, OCTOBER 7TH, 2008

- 8:00 – 9:00** **Event Check-in and Breakfast Buffet**
- 9:00 – 9:30** **Welcome and Introductions**
- 9:30 – 10:30** **AirMax® Solution Update**
Details of the functionality added into the latest AirMax® versions – both back-end and GUI. Updates this year include the re-design of our Expected Performance model and the development of our Traveler Data Warehouse.
- 10:30 – 10:45** **Break**
- 10:45 – 12:00** **AirMax Solution Update**
Continued
- 12:00 – 1:30** **Lunch**
- 1:30 – 2:30** **Seasonality**
A discussion on Seasonality, its importance, best practices in its creation and one carrier's experiences.
- 2:30 – 3:30** **Forecast Accuracy**
How can you test your system's forecast accuracy? How often does your system use default forecasts? How can you increase its accuracy and reduce its reliance on defaulting? All questions will be answered in this forecast-fest!
- 3:30 – 3:45** **Break**
- 3:45 – 5:00** **Wish List**
The Wish List items explained.
- 5:30** **Evening Event**

DAY 2, OCTOBER 8TH, 2008

- 8:30 – 9:00** **Breakfast Buffet**
- 9:00 – 9:45** **Optimizing System Integration**
Do you have multiple Sabre solutions? AirPrice? AirFlite? SabreSonic Inventory? How can you ensure you are achieving the benefits of a single vendor? This presentation will discuss how these systems can integrate and bring additional revenue benefits to your airline.
- 9:45 – 11:00** **Performance Measurement**
A discussion on how to measure the performance of your system and its users, plus a section on how Management can benefit from AirMax® Revenue Manager. Plus, how can we improve the performance measurement mechanisms in AirMax® Revenue Manager and the Flexible Reporting System?
- 11:00 – 11:15** **Break**
- 11:15 – 12:00** **How to maintain your AirMax® Revenue Manager solution**
What effects do inverted fares really have on the system? Do you check your default calendar assignments regularly? Is it important to have/maintain Market Entities? We tell you all you need to know about keeping your system fit and healthy.
- 12:00 – 1:30** **Lunch**
- 1:30 – 3:00** **Usability Session**
An interactive session to discuss and solicit feedback on the latest developments in our Dashboard GUI. The new Dashboard has been designed in conjunction with our customers to better support their business process and allow them to identify poor revenue performance at the market level and drill down to the drivers. Once identified, the user can take appropriate corrective action. We want your feedback on our designs so far – does it bring value to your business?
- 3:00 – 3:30** **Break**
- 3:30 – 5:00** **Distressed Inventory Management**
This presentation details the process for effectively identifying, managing and disposing of distressed inventory using AirMax® Revenue Manager.
- 5:00 – 5:15** **Executive Committee Voting**

This is your opportunity to vote for new members of the AirMax Customer Executive Committee. The Executive Committee plays a vital part in the AirMax Community working with Sabre and representing customer's interests.

6:00

Evening Event

Agenda – *AirMax*® Suite Design Conference

DAY 3, OCTOBER 9TH, 2008

General Session

9:00 – 9:30 **Breakfast Buffet**

9:30 – 10:15 **TBA**

10:15 – 10:30 **Break**

10:30 – 12:00 **The Future of Real-Time Revenue Management**

Are you interested in the future of integration across demand, fares and inventory management? Do you have dreams of managing all of these solutions from a common interface, packed with competitive intelligence, an easy-to-use business rules engine and important statistics for key markets and flights? This session is targeted to our customers using both the SabreSonic Reservations and AirMax Revenue Manager solutions to discuss the significant investment we are making in our integrated Real-Time Revenue Management solution. The Sabre team will be sharing our vision and 3-year product roadmap; we'll be looking for feedback and fresh ideas in this interactive session.

12:00 – 1:30 **Lunch**

Group Manager Session

DAY 1, OCTOBER 7TH, 2008

1:30 – 3:30 **AirMax Group Manager Solution Update**
Details of the functionality added into the latest version

3:30 – 3:45 **Break**

3:45 – 5:00 **Discussion of autopilot module**
Details of existing design and future enhancements

5:30 **Evening Event**

DAY 2, OCTOBER 8TH, 2008

9:30 – 10:30 **Interline Group Processing**
Discussion of the various business processes and challenges of interline processing and technological solution.

10:30 – 10:45 **Break**

10:45 – 12:00 **Automation of end to end Group Processing**
Details of the existing functionality and discussion of future enhancements

- 12:00 – 1:30** **Lunch**
- 1:30 – 2:30** **Performance Measurement**
A discussion on how to measure the performance of group department, Group Manager and its users.
- 2:30 – 3:30** **Usability Session**
Interactive session to discuss, and solicit feedback on the latest developments in our GUI
- 3:30 – 3:45** **Break**
- 3:45 – 5:00** **Wish List**
The Wish List items explained.
- 5:30** **Evening Event**