

Agenda

Maximising Revenues - A Best Practices Seminar

19 – 21 Sep 2007

- Hotel Kunlun, Beijing •
- 2, Xin Yuan Nan Lu, Chaoyang District
Beijing 100004, People's Republic of China •

Day #1: 19 September 2007, Wednesday

18:30 - 20:30 hrs *A Melting Pot of Cultures - Welcome Cocktails*
Venue: Hotel Kunlun

Day #2: 20 September 2007, Thursday

- 09:00– 09:30 a.m. Welcome and Review of the Seminar Agenda
- 09:30 – 10:15 a.m. Keynote Address
- 10:15 – 10:45 a.m. Concepts of Pricing & Revenue Management
- 10:45 – 11:00 a.m. Break
- 11:00 a.m. – 12:30 p.m. Trends in Revenue Management
- Hybrid environment of restricted and simplified price structures
 - Demand modeling from customer choices
 - Revenue Management and distribution channels
 - Customer-centric Revenue Management
 - o Integration with Customer Relationship Management & Loyalty programs
 - Attribute Management for ancillary services
 - Price optimization
- 12:30 – 1:30 p.m. Lunch
- 1:30 – 3:00 p.m. Best Practices and Strategies in Revenue Management #1
(From Planning through Inventory Control)
- Managing revenues in a traditional flight leg & segment operation
 - What is an O&D airline?
 - Managing revenues in an O&D operation including an airline spotlight

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- Managing revenues in markets with low cost/low fare competitors
- Managing revenues in an ultra-competitive environment
 - o Competitive Revenue Management
- Managing group revenues including an airline spotlight
- Reservations & Inventory Control
- Sales & Distribution

3:00 – 3:15 p.m.

Break

3:15 – 4:30 p.m.

Best Practices and Strategies in Revenue Management #2
(From Planning thru Inventory Control)

4:30 – 5:30 p.m.

Best Practices and Strategies in Pricing

Day #3: 21 September 2007, Friday

9:30 – 10:45 a.m.

Leveraging Integration for a Coordinated Airline Marketing Planning Function (Network Planning, Pricing and Revenue Management)

- Business process / organization perspective
- Functional / decision support perspective

10:45 – 11:00 a.m.

Break

11:00 a.m. – 12:30 p.m.

Steering Revenues - Value Generation with Pricing & Revenue Management Capabilities

- Case Study: An Airline Perspective (Malaysia Airlines)
- Business Process: A Consulting Perspective (Sabre Consulting)

12:30 – 1:00 p.m.

Summary & Wrap-up

1:00 – 2:00p.m.

Lunch