

# Learn the Essential Tools and Techniques to Succeed in Air Service Development

## Fundamentals of Air Service Development

This course is tailored to deliver foundational insights into regional air service development programs. It provides a thorough introduction to attracting new routes and fostering growth from airlines, equipping participants with practical tools and techniques.

Explore the pivotal role of an air service network, influencing passenger and cargo volumes, aeronautical and non-aeronautical revenues, and acting as a catalyst for local, regional, and national economic growth.

## Advanced Data & Route Forecasting

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.

## Marketing to Airlines & Incentives

A tailored course for those directly engaged in marketing airports and destinations to both airlines and passengers, including negotiating incentives with airlines as part of an air service development strategy.

This training is ideal for seasoned B2B marketers, route developers, and individuals assigned to aviation marketing roles, catering to a diverse audience involved in shaping and promoting air services

### Who should attend?

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

### Who should attend?

- Airports – air service development managers, analysts
- Airlines – new analysts, network planners
- Civil aviation authorities
- Government agencies and departments
- Personnel responsible for or interested in airport longterm forecasting

### Who should attend?

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

Discover courses designed to identify the impacts and opportunities in the current landscape, fostering growth and maintaining a competitive edge. Our facilitators share insights into effective strategies for route development, ensuring you're well-equipped for the challenges and opportunities ahead.

### August Program

Location: Informa Washington, D.C.

**4-5**  
August

**The Fundamentals of Air Service Development**

**6-7**  
August

**Advanced Data & Route Forecasting**

### November Program

Location: Informa Dallas, TX

**10-11**  
November

**The Fundamentals of Air Service Development**

**12-13**  
November

**Marketing to Airlines & Incentives**

**Price per Course: \$1,895**

Early Bird registration discounts available



### Facilitators:



**Ilona Cambron**  
*Director*  
Air Service Development



**Jeremiah Gerald**  
*Senior Director*  
Air Service Strategy  
North America



**Evan Berg**  
*Director*  
Air Service Development

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