Revenue Management for Aviation Asia
Leveraging Revenue Management as a competitive weapon to increase profitability

Sheraton Grande Sukhumvit
Bangkok, Thailand
28th, 29th & 30th November 2006

"In business it is alright to be modest. Except in your ideas"
Sir Richard Branson, Chairman of Virgin Group

Identify and seize the opportunities rising from the complex marketplace challenges, to optimise your business process and create value for the customer, whilst increasing your market share

Special Guest Addresses:

Adam Adhitya Suherman President
Adam Air, Indonesia

Ato Girma Wake Chief Executive Officer
Ethiopian Airlines, Ethiopia

Welmer Blom Vice President Pricing & Revenue Management
KLM, The Netherlands

All A Hamdany Director of Information Technology and Corporate Projects
Air Arabia, United Arab Emirates

Damian Hickey Vice President
Amadeus Airline Business Group Asia Pacific

Shaun Gracias Revenue Integrity Consultant
Amadeus, Bangkok

Lars Sandstrom Director Strategic Pricing
Scandanavia Airlines, Scandanavia

Manish Dureja Head of Revenue Management
Jet Airways, India

Ratan Ratnakar General Manager Revenue Optimization
Kingfisher Airlines, India

Fred Kochak Director of Revenue Management
FLYBE, United Kingdom

Songsak Namwong Director, Corporate Product Development Department
Thailand International Public Co Ltd, Thailand

Kelby G Woodard Principal
Trade Innovations Inc, United States of America

Gary Parker President
Revenue Management Training Group, Canada

Dieter Westermann Director Portfolio Management & Innovations
Lufthansa Systems, Germany

Bernard Francis Senior General Manager Network & Revenue Management
Malaysian Airlines, Malaysia
Winner of World Airline Award “Best Economy Class and No. 1 for ‘Economy Class Onboard Service Excellence’ by Skytrax, UK”
Winner of ‘Best Airline to Asia’ by Travel Weekly, UK
Winner of ‘Readers Digest Trusted Brand Platinum Award 2006’ for the Airline Category

Surain Adyanthaya Senior Vice President
PROS Revenue Management, United States of America

Datu Tony Fernandes Chief Executive Officer
Air Asia, Malaysia

Scott Hornick Director in Mercer’s Aviation, Aerospace and Defense Practice
Merce Management Consulting
Senior Representative
NIT India Ltd

Ben Vinod Chief Innovation & Vice President
Sabre Airline Solutions

Sushil Baguant Chief Business Support Executive
Air Mauritius, Mauritius

Senior Representative
Lufthansa Systems, Singapore

Juan Magez Senior Vice President, Revenue Management
Iberia Airlines, Spain

David Fei Chief Executive Officer
Air Macau, Macau

Udom Trantiprasongsuk Chairman
Orient Thai Airlines, Thailand

Sir Richard Branson, Chairman of Virgin Group
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Day 1

Tuesday 28th November 2006

0830 Registration and Morning Coffee

0900 Chairman’s Opening Remarks

0910 Keynote Address: Revenue Management in a changing fare environment
- Impacts of LCC’s and simplified fares on RM
- Revenue loses with traditional RM systems
- Development of new RM models and capabilities

Dr. Peter Belobaba
Principal Research Scientist
MIT International Center for Air Transportation

0950 Plenary One: Reacting to market changes using Revenue Management strategies
Gary Parker
Revenue Management Training Group

1030 Plenary Two – Case Study
Embracing the power revenue business models by advancing on the Distribution Networks
Weimer Blom
Executive Vice President Pricing Revenue Management

1115 Morning Break

1130 Plenary Three: Responding to price wars in a competitive market.
Adam Suherman
President
Adam Air

1210 Plenary 4: RM strategies for restriction free pricing and rate parity: The best rate guarantee challenge
Juan Magez
Senior Vice President, Revenue Management
Iberia Airlines

1250 Lunch

Stream One
Passenger Revenue Management

1400 Chairman’s Opening Remarks

1410 How to adapt RM to modern day business and accomadate factors such as 9/11, tsunami or terrorist attacks
- Understanding the basic principles of successful RM
- Explaining how pricing and RM is adapting to eSales
- Assuring your RM models work in various environments

Manish Dureja
Head of Revenue Management
Jet Airways

1450 Dynamic Pricing in Legacy & e-Distribution
This presentation will focus on the functionality required to gain more yield and revenue, in order to react with flexible pricing strategies in a fast changing and competitive market like Europe, the Americas and Asia.

Dieter Westermann
Director Portfolio Management & Innovations
Lufthansa Systems

1530 Afternoon refreshments

1600 Expert Case Study
Flying to win customer - MAS business turnaround experience
- The changes that are undertaken in Revenue Management practices under the Business Turnaround Plan
- The challenges faced in changing the customer focus, products, inventory management and network configuration to fly profitably.

Bernard Frands
Senior General Manager Networks & Revenue Management
Malaysian Airlines

1640 Joint Case Study
Revenue Integrity: the perfect complement to Revenue Management
Learn how Revenue Integrity processes apply to either segment based or O&D RM systems, reduce no shows by removing un-ticketed PNRs, and increase the quality of both the individual PNR and the entire PNR database
- Removing un-ticketed PNRs to smooth variability in no show factors
- Increasing the quality of both the individual PNR and the entire PNR database
- Illustrating the transparency of Revenue Integrity processes to either segment based or O&D RM systems

Damian Hickey
Vice President
Amadeus Airline Business Group Asia Pacific

1720 Chairman’s Closing Remarks

1800 End of day one

Stream Two
Operation, Finance & Marketing

1400 Chairman’s Opening Remarks

1410 Yesterdays revenue management is todays revenue optimisation
- Revenue management alone doesn’t create maximum performance. Today, revenue optimisation and driving GOPPAR are equally critical to your success.
- Explaining what the difference is?
- Understanding why attitude is everything!
- The benefits of measuring it and witnessing it materialise before you

1450 Increase revenue, cut costs, improve efficiency
- Maximising revenue by introducing proven industry best practices
- Identifying opportunities to increase efficiency
- Implementing the system successfully
- Impact on business model and competitive advantage

1530 Afternoon refreshments

1600 How do you differentiate your brand in terms of price
- See how customers perceive you in relation to your competition
- Understand your customers’ levels of satisfaction with your promotion, product, price, placement, and service (4PS)
- Exploring life science brands through five personality traits: sincerity, excitement, competence, sophistication and ruggedness
- Understand brand strength in terms of presence, relevance and performance

1640 The importance of integrating RM into your sales and marketing processes
- What is the link between revenue management and sales and marketing?
- Understand how can you effectively combine pricing and marketing to produce a more coherent sales strategy
- How does sales and marketing conflict with RM priorities?
- What is the best way to ensure that your RM strategy determines marketing patterns and structures - and not the other way around?

1720 Chairman’s Closing Remarks

1800 End of day one
Wednesday 29th November 2006

0830 Registration and Morning Coffee
0900 Chairman’s Opening Remarks
0910 Plenary One: Airport connectivity: The role of intergrators in the global supply chain
Speaker to be advised
0950 Plenary Two: Maximising online yields & revenue opportunities from airline websites
Surain Adyanthaya Senior Vice President
PROS Revenue Management

Stream Three
Cargo Revenue Management

1120 Chairman’s Opening Remarks
1130 Case Study
Air Cargo Security: Optimizing policy and operations
- Understanding how new security policies are affecting revenue
- Where is air cargo security now: Implementing air cargo security
- The economic model of air cargo
Sushil Baguant Chief Business Support Executive
Air Mauritius

1210 Maximise profitability throughout the cargo network
- How logistic service providers can streamline its workflow
- Reducing costs and improving customer service to enhance competitiveness
1300 Lunch

1400 Designing and providing a fully accountable system to maintain and provide up to date revenue accounting.
- Identifying unreported sales and variances
- Automated revenue recovery to assist you
- Elimination of redundant data entry

1440 Maximising of capacity utilisation
To operate profitably cargo carriers must be able to successfully integrate complex variables on a daily basis
- Maximising weight, volume and demand constraints on each leg
- Supporting the strong growth surge in the cargo business
Ajay Virmani President & Chief Executive Officer
Cargojet

1520 The positive and negative affect of global security requirements on revenue
- New US TSA security regulations impact on aviation.
- WCO security guidelines and the AEO concept
- Security’s potential impact on aviation operations
- The market for ‘risk averse’ US importers
Kelby G Woodard Principal
Trade Innovations Inc

Stream Four
Passenger Revenue Management

1120 Chairman’s Opening Remarks
1130 Moving beyond being “just low cost”
Two years ago experts predicted imminent demise of the Low Cost Carrier. However, the nature of international and domestic aviation in Asia has changed irreversibly. This is a result of the low cost concept, but also because of the effects of liberalisation of intenational market. The market place will be very different in the future, as airlines airports and governments adjust to the new environment.
Udom Trantiprasongchait Chairman
Orient Thai Airlines

1210 Case Study
Building a consumer centric strategy in a multi cultural environment
- Understanding how to adopt your systems strategy to suit the needs of your diverse consumer base
- Maximising revenue using multi-sales channels
- Information Technology as a tool for success
Ali Al Hamdany Director of Information Technology and Corporate Projects
Air Arabia

1300 Lunch

1400 Making the right pricing decisions by understanding why your customers buy from you
- Establishing the right target market for your business (leisure, corporate etc)
- Understanding the need to fly - why and when
- Assessing your customers choice of carriers
- Evaluating the frequency of carriers
- Redefining the reliability and safety of carriers
Ratan Ratnakar General Manager Revenue Optimisation
Kingfisher Airlines

1440 Case Study
Changes in Airline Pricing have great impact on Revenue Management and Distribution.
- Pricing structures yesterday and today
- Demand for new Revenue Management Systems
- Explaining how distribution needs to follow suit
- What’s next for RM?
Lars Sandstrom Director Pricing Strategies
Scandinavian Airlines

1520 Combining revenue management & customer relationships to unlock profits from loyal customers
- Dispelling the myth of loyalty and frequency
- Offering prices without traditional fences/ restrictions and leveraging the Internet
- Why loyalty goes beyond price, awards and rewards

1600 Afternoon Break

1630 Plenary 3: The Continuing Evolution of Revenue Management: Customer Centric Revenue Management
- New sources of data provides airlines with the ability to get closer to the customer
- Alternate segmentation beyond the traditional booking class is growing in significance
- Calibration of customer willingness to pay based on price transparency and advances in modeling
- Importance of consumer direct marketing - corporate programs and its influences
Ben Vinod Chief Innovator & Vice President
Sabre Airline Solutions

1710 Plenary 4: Sustaining growth how can the infrastructure keep pace
Ato Girma Wake Chief Executive Officer
Ethiopian Airlines

1800 End of day two
Day 3

Thursday 30th November 2006

0830  Registration and Morning Coffee

0900  Chairman’s Opening Remarks

0910  Plenary One: Understanding the risks and benefits of different RM alternatives

0950  Plenary Two – Case Study
  Simplifying the travel experience to minimize hassles giving more control to the passengers
  Songsak Namwong, Director, Corporate Product Development Department
  Thai Airways International Public Co Ltd

1030  Morning Break

1100  Plenary Three: Using innovative technologies to lower costs and improve performance

1140  Plenary Four: Developing and deploying effective RM policies and programmes that benefit an airline

Workshop A  Passenger Revenue Management

1410  Best Practices Revenue Management
  This workshop will guide the delegates through numerous tactics used in revenue management such as increasing profit margins, forecasting and optimizing more effectively, reducing costs further and becoming more competitive to name a few key topics.
  Scot Hornick, Director in Mercer’s Aviation, Aerospace and Defense Practice
  Mercer Management Consulting

Workshop B  Cargo Revenue Management

1410  State-of-the-art forecasting and revenue optimisation
  Advanced revenue management is essential to the cargo industry as airlines seek ways to maximise profit across the entire aircraft. Functionality includes dynamic economic evaluation of every shipment at time of request, and the system support short-term air-cargo sales pricing and ad hoc pricing decisions, mid-term capacity allocation, as well as real-time decision support performance and revenue reporting tools.
  Senior Representative
  NIIT India Ltd

1730  Close Of Conference
Who should attend
This Asia Pacific Event caters for a wide range of Senior Executives:

**Primary Market**
- Presidents, Executive Vice Presidents, Vice Presidents, Directors, Senior Decision Makers and Heads of:
  - Revenue Management
  - Yield Management
  - Pricing Strategy/ Pricing Optimisation/ Pricing Analyst
  - Distribution
  - Customer Relationship Managers
  - Marketing
  - Sales
  - IT Support Staff for RM & Pricing Department
  - Strategic Planning & Development
  - Database Management/ Data Warehousing/ Data Mining
  - New Business Development
  - Financial Analysts

**Secondary Market**
Also applicable to:
- Aviation Consultants
- Aviation Associations
- Aviation Solution Providers

From the following areas:
- Legacy Airlines
- Regional Airlines
- Low Cost Carriers (LCC)
- Charter Flights
- Integrated Travel Agents
- Tour Operators
- Financial Analysts
- Strategic Planning & Development
- Heads of Marketing

**Key Issues and Topics:**
- **Obtaining** an update on all the technical developments in Aviation and obtain insights into the very latest applications that are driving the market forward
- **Allowing** decision makers, to uncover and retain the key to optimal revenue growth
- **Discovering** how much an integrated, interdisciplinary approach to revenue management will boost your bottom line
- **Listening**, see, meet and exchange views with those who are leading the way in revenue management and experience firsthand the benefits of networking
- **Finding** out how Revenue Management has revolutionised the performance of the European and North American travel industry and which Asian companies are benefiting today
- **Learning** how revenue management can be applied through all your distribution partners and how you manage prices across multiple channels
- **Seeing** how demand forecasting can now be lucratively applied across all sectors of Asian & Pacific Travel industry
- **Hearing** about actual-life business models and the factors determining their success

Why you cannot miss this event?

**As the industry starts making the long awaited strategic shift from simple survival to positive growth, new challenges continue to emerge. As the products, services and content that we offer become more complex, so too will the relationships between them and with all the other members of the value chain, including the customer.**

Airline businesses face increasing competition from other airlines, travel agents, and online booking platforms. To stay competitive, they need to adopt advanced revenue management strategies, such as dynamic pricing and yield management, to optimize their revenue and profits.

By attending this event, you will:

**Learn** about the latest strategies and tools that airlines use to increase revenue.

**Discover** the best practices for implementing revenue management systems.

**Network** with industry experts and other professionals to share knowledge and ideas.

**Grow** your professional network and establish valuable connections for future collaborations.

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Sales Contract

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Fax: +603 2723 6700

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Address: ________________________

Town: ____________________________
State: ____________________________
Postcode: ________________________

Tel: ( ) __________________________
Fax: ( ) ________________________

Nature of Business: __________________________

Company Size: 
☐ 1-9 ☐ 10-24 ☐ 25-49 ☐ 50-99
☐ 100-249 ☐ 250-499 ☐ 500-999 ☐ 1000+

Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.
Name: ____________________________
Position: ________________________
Signature: ________________________
Date: / / 

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Fees

☐ 3 days Conference & Masterclass @ USD2395.00
☐ Conference @ USD1995.00
☐ Masterclass @ USD695.00
☐ Premier Plus - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price.
☐ Online Documentation - USD595. You will be provided a username and password to access the documentation online

Indemnity: Should for any reason outside the control of marcus evans conferences, the venue onspecifiers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, marcus evans conferences shall endeavour to reschedule but the client hereby indemnifies and holds marcus evans conferences harmless from and against any and all costs, damages and expenses, including attorney fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Thailand to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

Pre-event Details

After receiving payment a receipt will be issued. You will receive an information pack 6 weeks prior to the event outlining joining details. Should you require further assistance, please contact Ms Kasturi Iyavoo on Tel: +603 2723 6791.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact John Karras on (603) 2723 6600 or e-mail johnk@marcusevanskl.com.

Register Now

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Contact Sales at marcus evans
Tel: +603 2723 6600
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Email: rita@marcusevanskl.com

Date: 28th, 29th & 30th November 2006

Venue: Sheraton Grande Sukhumvit, Bangkok

marcus evans
CP 21 Suite 2101, Level 21 Central Plaza
34 Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia

Accommodation

To reserve a room at the conference venue, please contact:
Sheraton Grande Sukhumvit
250, Sukhumvit Road, Bangkok 10110, Thailand
Tel: +66 2649 8888
Fax: +66 2649 8000
E-mail: grande.sukhumvit@luxurycollection.com
Website: www.sheratongrandesukhumvit.com

Payment Method

Payment is required within 5 working days on receipt of invoice

Credit Card: 
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Terms & Conditions

1. Fees are inclusive of programme materials and refreshments.
2. Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in Pounds Sterling.
3. Cancellation/Substitution: Provided the full fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by marcus evans (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future marcus evans conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that marcus evans will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, marcus evans decides to cancel or postpone this conference, marcus evans is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event programme content is subject to change without notice.
4. Copyright etc: All intellectual property rights in all materials produced or distributed by marcus evans in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
5. Client information is kept on marcus evans group companies database and used by marcus evans group companies to assist in providing selected products and services which maybe of interest to the Client and which will be communicated by letter, phone, fax, incoming automatic dialling email or other electronic means. If you do not want marcus evans to do this please tick this box [ ]. For training and security purposes telephone calls maybe recorded.
6. Important note: While every reasonable effort will be made to adhere to the advertised package, marcus evans reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that marcus evans permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at another marcus evans event. No refunds, part refunds or alternative offers shall be made.
7. Governing law: This Agreement shall be governed and construed in accordance with the law of Thailand and the parties submit to the exclusive jurisdiction of the Thai Courts in Thailand. However marcus evans only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client’s office is located.