

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.



## 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.

### 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

## Advanced Data & Long-Term Forecasts

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.

### 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 longterm forecasting

## Marketing to Airlines & 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.

This training will appeal to experienced B2B marketers, route developers and those appointed to an aviation marketing function.

### Who should attend?

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

### May Program

Location: Irving/Ft Worth, TX

16-17

May

The Fundamentals of Air Service Development

18-19

May

Marketing to Airlines & Incentives

### August Program

Location: Washington, D.C.

1-2

August

The Fundamentals of Air Service Development

3-4

August

Advanced Data & Route Forecasting

### December Program

Location: Informa Ft. Lauderdale, FL

5-6

December

The Fundamentals of Air Service Development

7-8

December

Airline Marketing & Incentives for Tourism Boards and Airports

Price per Course: \$1,495

### Training discounts

Multiple Course Discount: attend more than one ASMtraining course in 2023 and receive a 15% discount off your second course and a 15% discount off your third.

### Facilitators:



**Ilona Cambron**

Director  
Air Service Development



**Jeremiah Gerald**

Senior Director  
Air Service Strategy  
North America



**Evan Berg**

Director  
Air Service Development

To register for a course or a full program, go to [pgs.aviationweek.com/ASM 2023 Americas Training Program](https://pgs.aviationweek.com/ASM_2023_Americas_Training_Program)



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