

# AIRLINE LOYALTY SEMINAR



ON POINT LOYALTY TRAINING





## INTRODUCTION

The Airline Loyalty Seminar is designed to provide participants with a concentrated deep-dive into the world of airline loyalty programs.

The course is designed to be useful for anyone who has dealings with airline loyalty programs, both inside the airline as well as for external stakeholders.

In 2 ½ days, you will not only learn the basics, but you will also gain a solid understanding of the underlying economic forces, and vantage points of the various players in the ecosystem.

Using real-life case studies, leading academic research and global best practices, participants will leave with a comprehensive understanding of the key elements. The curriculum is designed to equip participants with the knowledge and tools needed for future advancement.

## WHO PARTICIPATES?

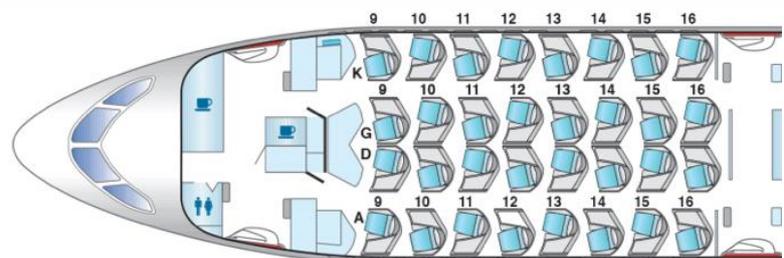
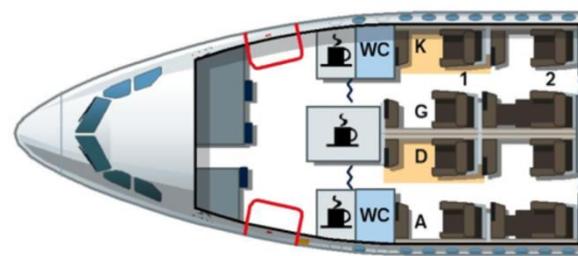
From partners to researchers, the seminar has been designed to suit anyone who has current or future dealings with airline loyalty programs:

- Junior- to mid-level airline staff with backgrounds in marketing, operations research, revenue management, finance
- Program enablers: technology, digital, reward providers
- Program partners: financial services, travel, retail
- Academics
- Investors and airline analysts
- Those working in other industries wanting to understand the keys to the success of airline loyalty programs

## WHY CHOOSE AN ON POINT LOYALTY SEMINAR?

Our seminar provides a unique combination of theoretical and practical elements. Our extensive experience in the industry, coupled with a scientific foundation, enables us to give participants a truly holistic view – beyond that of one particular stakeholder.

- Learn from the premier airline loyalty advisory
- Get a combination of theory and practice
- Understand the viewpoint of all program constituents
- Study real-life case studies
- Receive a rich set of course materials



# PROGRAM

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## Day 1

- Introduction to airline loyalty programs: their relevance in the airline business today
- Historical context: exploring the origins of airline loyalty programs and key milestones in their evolution
- Types of programs today: a structural and global review of models and structures
- Overview of the core elements of the airline loyalty program: what are the key components and how do they function?

## Day 2

- Introduction to economics and accounting of airline loyalty programs: how do they make money?
- Airline loyalty ecosystem: what are the other constituents and how do they relate to the programs?
- Measuring the effectiveness of programs: academic evidence and real-life case studies
- Trends and innovations: recent developments and future directions

## Day 3

- Organizational structures: how are programs structured around the world
- Future challenges and opportunities: what are the challenges faced by programs – and where are the untapped opportunities?
- Final Test: a paper-based self-assessment to validate the learnings and understanding

**About the instructor** Evert de Boer has researched and worked in airline loyalty strategy since 2000. He has collaborated with more than 25 airlines globally on frequent flyer programs in management and advisory roles and has published numerous articles and white papers on the subject. His latest publication, *Strategy in Airline Loyalty*, offers a comprehensive overview of the airline loyalty landscape. Evert has conducted multiple program carve-outs and specializes in program financing and valuations.

**Course materials** All materials are provided as part of the course. Each participant will be provided with a complimentary copy of the book *Strategy in Airline Loyalty – Frequent Flyer Programs*.

**Reviews of the book** “I’ve been lucky to have known Evert for nearly 20 years always with an eye and ear on his experience with airline loyalty programs. His unique view having worked around the world with these programs is unparalleled and has served him well in compiling the foremost resource available today on the subject.” (Randy Petersen, Founder of FlyerTalk, BoardingArea, InsideFlyer and Freddie Awards, USA)



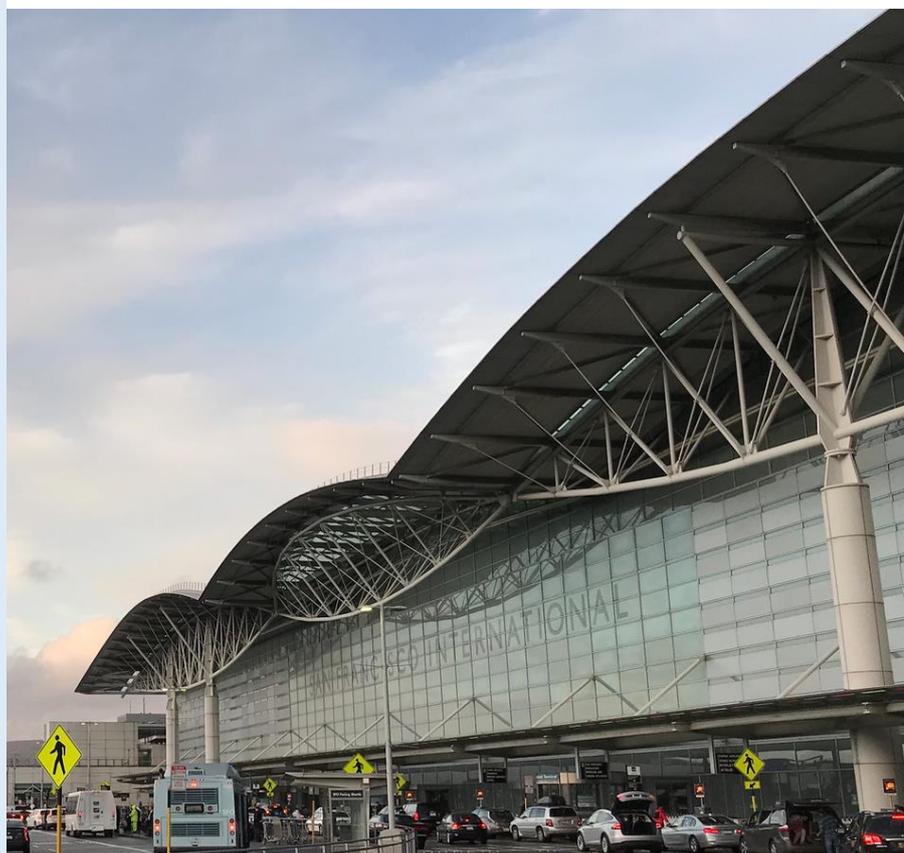
## IN-HOUSE TRAINING

On Point Loyalty also offers an array of bespoke in-house trainings for companies and institutions.

Together with our clients we design bespoke solutions specifically addressing their identified learning objectives.

Our in-house training solutions vary from single-day to multiple day programs, addressing a variety of topics.

Our trainings can be done in conjunction with longer-term advisory projects.



# PRACTICALITIES

Dates: 7-9 April 2020 – Amsterdam, the Netherlands

Duration: 2 ½ days

Venue: Hotel Okura, Amsterdam

Fees: USD 1,199 per participant

Course fee includes all materials

Lunch will be provided on 7 and 8 April

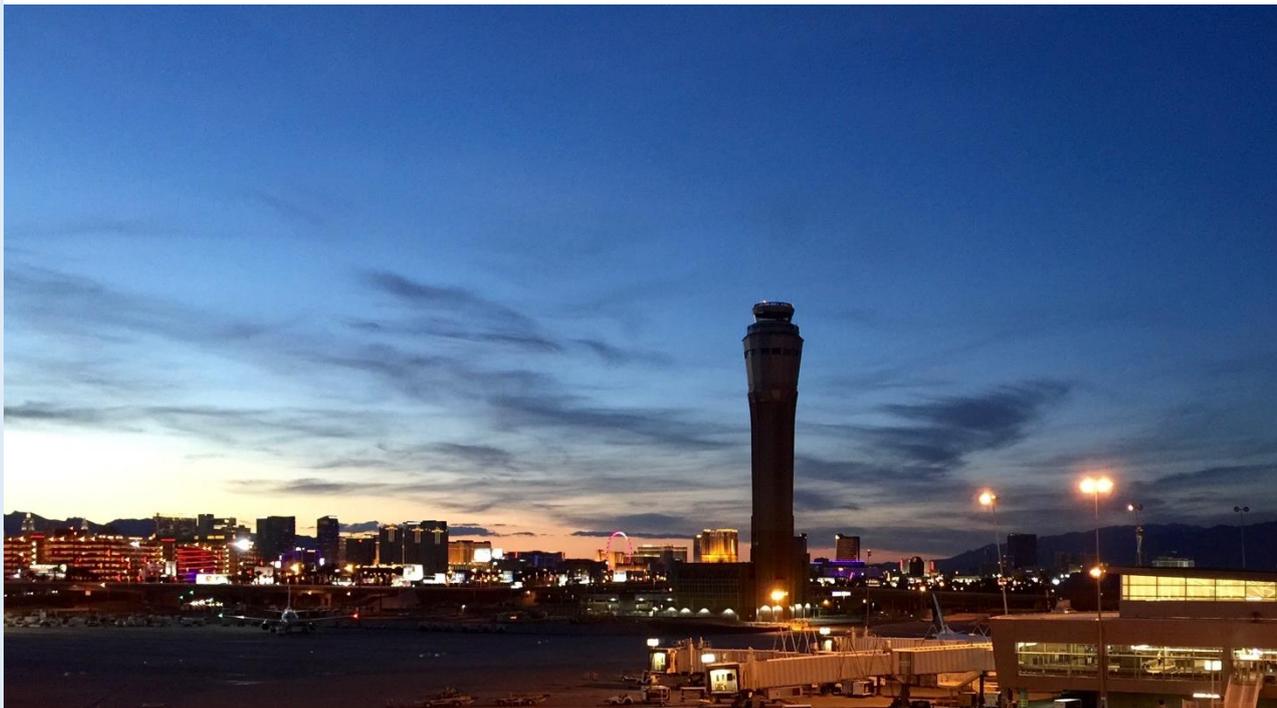
Special rates available for group registrations

Registration: [onpointloyalty.com/training](https://onpointloyalty.com/training)

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Contact us  
[info@onpointloyalty.com](mailto:info@onpointloyalty.com)

Apply now  
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## Venue

The April 2020 seminar will take place at the Hotel Okura, Amsterdam, the Netherlands.

Course participants may elect to stay at the Hotel Okura or choose from a wide range of alternative options available in Amsterdam.

[www.iamsterdam.com](http://www.iamsterdam.com)

## Hotel Okura

- 15 minutes from Schiphol International Airport
- Close to the city's business district
- Major tourist attractions just around the corner
- Easy access by car and public transport



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