

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 frequent flyer programs.

The program is designed to be useful for anyone who has dealings with frequent flyer 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 case studies and global best practices, participants will leave with a greater understanding of the key elements. The curriculum is designed to equip participants with the knowledge and tools needed for future advancement.

WHO PARTICIPATES?

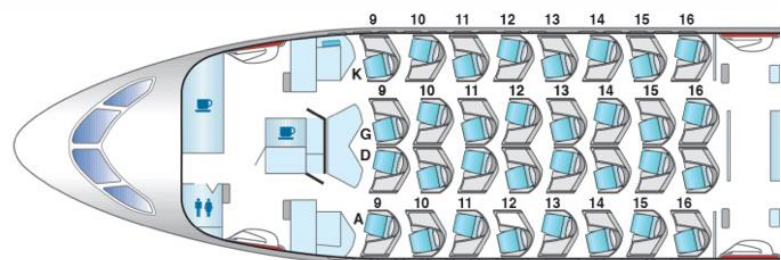
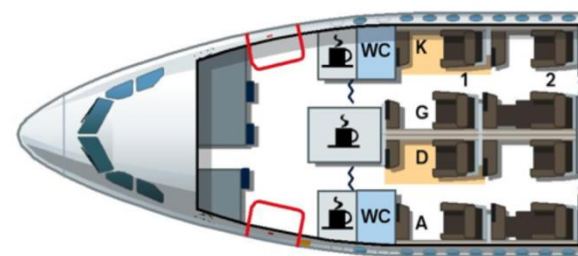
From partners to researchers, the seminar has been designed to suit anyone who has current or future dealings with FFPs:

- Junior- to mid-level airline staff with backgrounds in marketing, operations research, revenue management, finance
- Providers of FFPs (e.g. technology companies)
- FFP partners: companies that invest in loyalty currency and/or offer redemption products
- Journalists covering aviation
- Academics
- Investors and airline analysts

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



PROGRAM



Day 1

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

Day 2

- Introduction to economics and accounting of FFPs: how do FFPs make money?
- Ecosystem of the FFP: what are the other constituents and how do they relate to FFPs?
- Measuring the effectiveness of FFPs: academic evidence and real-life case studies
- Trends and innovations: recent developments and future directions for FFPs

Day 3

- Organizational structures: how are FFPs 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: September 2021, Kuala Lumpur, Malaysia

Fees: USD 1,199 per participant
Course fee includes all materials
Special rates available for group registrations

Registration: onpointloyalty.com/training
info@onpointloyalty.com

Contact us
info@onpointloyalty.com

Apply now
onpointloyalty.com/training

