

# FUNDAMENTALS OF THE AVIATION INDUSTRY

**1-Day Training Course: Learn the Fundamentals of Airlines and the Aviation Industry**

**Optional Day 2 Extension Course: More In-depth Information about the Aviation Industry**

A must-attend course that will benefit all those or associated with in the aviation industry who have had only a little exposure to airlines – gain vital practical information for airlines, airports, tourism bodies, industry suppliers, lawyers, government regulators, financiers / investors, unions and anyone who wants to understand the workings of this important and complex industry.

15 (and 16) June 2020 • Canberra  
19 (and 20) October 2020 • Canberra  
29 (and 30) October 2020 • Melbourne

18 (and 19) June 2020 • Melbourne  
22 (and 23) October 2020 • Brisbane

25 (and 26) June 2020 • Sydney  
26 (and 27) October 2020 • Sydney



## Our Expert Course Instructor



### Steve Loader

Steve has over 20 years experience in the aviation industry with significant knowledge of the many and varied parts that make up an airline. He was an instructor for airline staff around the world and has experienced many major changes in the way airlines operate

## Key Learning Objectives

- ▶ Understand the fundamental principles of the very complex business of airlines and aviation
- ▶ Discover the various areas that combine to allow an airline to provide its services
- ▶ Undertake practical exercises to experience the difficulty of operating profitably in an industry with extreme costs
- ▶ Enhance career opportunities and scope
- ▶ Learn about the stakeholders and influencers that have changed the face of aviation worldwide
- ▶ Appreciate the strategic issues faced by major airlines as the growth of alliances, codesharing and low cost carriers dominate plans for growth
- ▶ Gain an understanding of the importance of areas such as loyalty programs, engineering, fleet and network planning

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## ABOUT THE COURSE

As a large island continent, international and domestic aviation connects Australians with each other and Australia with the rest of the world. It is also central to the Australian economy.

This course will provide an introduction to the fundamentals of the aviation industry focussing on the structure and workings of airlines and the incredible complexity required to meet the demands of a constantly changing highly technical and high demand market.

Air travel is a familiar part of many people's lives. This course highlights the elements of the aviation industry that provide some order in a chaotic and, literally, fast moving industry. From domestic regulations, where each country has complete jurisdiction to regulate the aviation activity within its territory and the air space above; to international regulations requiring bilateral Air Services Agreements setting out what rights can be operated.

Attendees will gain an understanding of the significance of airline loyalty programs operating worldwide with major airline alliances, an overview of airports, the importance of freight, and the emergence of low-cost carriers around the world.

### Optional Day 2:

The Day 2 extension course delivers further insight into the aviation industry with additional information including: aircraft financing, freight operations, maintenance and engineering, training requirements, disaster operations, maximising fleet use, and the effects of delays.

## WHO WILL BENEFIT

- Newcomers to the aviation industry seeking to add to or update their knowledge.
- Those entering into contracts in the supply chain such as commodity owners / suppliers.
- Clients of airlines and aviation industry service providers.
- Managers, executives and staff from the government, banks, consultants, industry advisors and other professionals seeking more knowledge about the aviation industry.
- Airline employees who would benefit from a more comprehensive overview of the business in which they operate.

## OUR EXPERT COURSE INSTRUCTOR



**Steve Loader**

Steve has over 20 years of experience in the aviation industry with significant knowledge of the many and varied parts that make up an airline. He was an instructor for airline staff around the world and has experienced many major changes in the way airlines operate.

He has held executive roles in the airline and associated travel industries and worked as a consultant with overseas airlines on various projects.

Steve has developed and delivered courses in the aviation industry covering many areas including airline reservations, sales, marketing, cabin crew, yield management, freight and airports. With a passion for customer service excellence in a customer-focussed industry, he has vast experience in managing government, industry, corporate and individual customers.

Steve provides an understanding of consumer behavioural and market trends with success implementing sales, marketing and brand strategies to capitalise on future trends, market opportunities and build brand growth. He has a proven capacity to influence and manage change across all levels, with demonstrated success improving operational processes and implementing strategies for management and workforce planning. Steve has led diverse multicultural teams with demonstrated success in adapting to global environments.

Steve was on an airline's 'Go Team' for any emergencies worldwide and has completed various sessions involving mock airline disaster situations.

Steve holds a Bachelor Business in Business Management and is a graduate of the Australian Institute of Company Directors ensuring a thorough knowledge of corporate governance.



## ABOUT CAPA KNOWLEDGE

CAPA Knowledge is a learning initiative by CAPA - Centre for Aviation (CAPA). CAPA is one of the world's most trusted sources of market intelligence for the aviation and travel industry. Through our expert course instructors, our practical knowledge courses provide access to the most current developments in the industry to help support effective workplace performance.

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## 1-Day Course Outline

### Introduction

#### The Complexity of Airlines

- Regulations governing airlines – economic, operational, domestic and International
- Freedoms of the Air – what are they? Impact on air travel

#### Marketing and Advertising

- Iconic advertising campaigns – what works?

#### Loyalty Programs

- Influence – how important are loyalty programs to an airline?
- Not all about the flights – the ancillary services offered and alternative ways to earn loyalty rewards

#### Airports

- What is an airports relationship with airlines?
- Security – the front line of safety for passengers and freight
- Airport operations – from check-in to departure
- Lounges – the oasis away from the crowd

#### Freight

- Not all about passengers - dedicated freight aircraft

#### Fleet Planning

- Types of aircraft – what's the best fit?

- Maximising fleet use – ensuring the best return for investment

#### Network Planning

- Deciding the network – profitable vs non-profitable routes
- Aircraft allocation and market selection

#### Alliances and Codeshare

- Major alliances – routes, codesharing and loyalty programs
- Risk – getting the right partners

#### Low Cost Carriers (LCCs)

- Full service airlines vs LCCs – what's the difference?
- LCCs – why so many? Is it worth it?

#### The Future for Airlines

- Aircraft – higher, faster longer
- Changing hubs – the impact on tourism
- Space – the final frontier?

*"Excellent course, thoroughly enjoyed it. Steve was engaging and the course was interactive. Would recommend to it to others."*

Assistant Director, Dept. of Infrastructure, Transport, Cities & Regional Development

*"Steve is extremely professional and has extensive first hand aviation experience. It was great to hear examples from his career at Qantas when covering the course topics."*

Senior Solutions Consultant, Dassault Systemes

*"Steve was very engaging and has a wealth of knowledge."*

Aviation Business Development Manager, Newcastle Airport

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## Optional Day 2 Extension Course

### Introduction and Day 1 Review

#### Stakeholders

- The importance of stakeholders in the aviation industry -tourism bodies, governments, travel industry

#### Integrated Operations Centre (IOC)

- What happens in a crisis? – the IOC

#### Technical and Cabin Crew

- Training – simulators and emergency procedures

#### Catering

- Masterchefs in the air – what does it take?

#### Engineering and Maintenance

- Safety first – the complexities of increasing technology – when is it too much?

#### Fleet Planning

- Fleet size – multiple aircraft opportunities
- Financing, Investment and Procurement
- Revenue management – maximising the money

#### Alliances and Codeshare

- Virtual Airlines

#### Leasing and Charters

- Crisis Operations

#### Subsidiaries

- Flag / national carriers – subsidiaries vs LCCs

#### The Future for Airlines

- Challenges and threats
- Onboard amenities and activities – keeping passengers healthy and engaged

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## Easy Ways to Register

**1 Web**  
www.informa.com.au/aviation

**2 Telephone**  
+61 (02) 9080 4395

**3 Email**  
training@informa.com.au

## Stay Connected



## Fundamentals of the Aviation Industry

Course Code	Course	Location	Course Dates	Super Early Bird price valid until		Early Bird price valid until		Standard price valid after		4+ Dels Discount		
				CA - 8 May 20	ME - 8 May 20	CA - 29 May 20	ME - 29 May 20	CA - 29 May 20	ME - 29 May 20	CA02 - 2 Oct 20	BR - 2 Oct 20	SY02 - 9 Oct 20
P20GP01CA	Fundamentals of the Aviation Industry	Canberra	15 Jun 20	\$1,895 + \$189.50	<b>\$2,084.50</b>	\$2,195 + \$219.50	<b>\$2,414.50</b>	\$2,295 + \$229.50	<b>\$2,524.50</b>	\$1,756 + \$175.60	<b>\$1,931.60</b>	
	<b>Optional Day 2</b>	Canberra	16 Jun 20	\$400 + \$40 - <b>\$440</b>								
P20GP01ME	Fundamentals of the Aviation Industry	Melbourne	18 Jun 20	\$1,895 + \$189.50	<b>\$2,084.50</b>	\$2,195 + \$219.50	<b>\$2,414.50</b>	\$2,295 + \$229.50	<b>\$2,524.50</b>	\$1,756 + \$175.60	<b>\$1,931.60</b>	
	<b>Optional Day 2</b>	Melbourne	19 Jun 20	\$400 + \$40 - <b>\$440</b>								
P20GP01SY	Fundamentals of the Aviation Industry	Sydney	25 Jun 20	\$1,895 + \$189.50	<b>\$2,084.50</b>	\$2,195 + \$219.50	<b>\$2,414.50</b>	\$2,295 + \$229.50	<b>\$2,524.50</b>	\$1,756 + \$175.60	<b>\$1,931.60</b>	
	<b>Optional Day 2</b>	Sydney	26 Jun 20	\$400 + \$40 - <b>\$440</b>								
P20GP01CA02	Fundamentals of the Aviation Industry	Canberra	19 Oct 20	\$1,895 + \$189.50	<b>\$2,084.50</b>	\$2,195 + \$219.50	<b>\$2,414.50</b>	\$2,295 + \$229.50	<b>\$2,524.50</b>	\$1,756 + \$175.60	<b>\$1,931.60</b>	
	<b>Optional Day 2</b>	Canberra	20 Oct 20	\$400 + \$40 - <b>\$440</b>								
P20GP01BR	Fundamentals of the Aviation Industry	Brisbane	22 Oct 20	\$1,895 + \$189.50	<b>\$2,084.50</b>	\$2,195 + \$219.50	<b>\$2,414.50</b>	\$2,295 + \$229.50	<b>\$2,524.50</b>	\$1,756 + \$175.60	<b>\$1,931.60</b>	
	<b>Optional Day 2</b>	Brisbane	23 Oct 20	\$400 + \$40 - <b>\$440</b>								
P20GP01SY02	Fundamentals of the Aviation Industry	Sydney	26 Oct 20	\$1,895 + \$189.50	<b>\$2,084.50</b>	\$2,195 + \$219.50	<b>\$2,414.50</b>	\$2,295 + \$229.50	<b>\$2,524.50</b>	\$1,756 + \$175.60	<b>\$1,931.60</b>	
	<b>Optional Day 2</b>	Sydney	27 Oct 20	\$400 + \$40 - <b>\$440</b>								
P20GP01ME02	Fundamentals of the Aviation Industry	Melbourne	29 Oct 20	\$1,895 + \$189.50	<b>\$2,084.50</b>	\$2,195 + \$219.50	<b>\$2,414.50</b>	\$2,295 + \$229.50	<b>\$2,524.50</b>	\$1,756 + \$175.60	<b>\$1,931.60</b>	
	<b>Optional Day 2</b>	Melbourne	30 Oct 20	\$400 + \$40 - <b>\$440</b>								

### Privacy Policy & Updating your Details:

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### Informa Corporate Learning – On-site & Customised Training

Informa Corporate Learning has a long-standing track record of delivering very successful customised learning solutions achieving real and measurable value for our clients through our senior training consultants.

If you have 8+ interested people, an on-site course can be the ideal solution – giving you the opportunity to customise our course content to your specific training needs, as well as attracting significant savings compared to public course costs.

### Why Choose On-site With Informa Corporate Learning?

- 1. Custom design** – Together, we will identify the best blended learning solution for your culture, your people and your training objectives.
- 2. Quality Assured** – We design market-leading training programs, concepts and methodologies, with a 400+ course portfolio. Our rigorously selected 900+ instructor faculty are recognised experts in their field. Quality of their content and delivery methods is assured through continuous monitoring and evolution.
- 3. On-site training** is a cost effective way to train your people and achieve your defined outcomes.

### Our Long Standing Clients Include:

ActewAGL, Ajilon, Ambulance Victoria, ANU, Arrow Energy, Australian Super, Barrick, BHP, Chevron Australia, Coffey International, ConocoPhillips, CSIRO, Dalrymple Bay Coal Terminal, Department of Education, Department of Planning, Electricity Generating Authority of Thailand (EGAT), ENI Australia, EY, Fortescue Metals Group, Health Purchasing Victoria, IBM, IP Australia, Jemena, Litmus Group, Metro Trains, Office of the National Rail Safety Regulator, Origin Energy, Pacific National, PT Freeport, Public Transport Authority – WA, QGC – BG Group, Queensland Rail, Rio Tinto, Romgaz, SA, South Australia Health, Telstra, Transport & Infrastructure, UBS, Woodside and more...

Speak with **Anton Long** or **Holly Baldwin** on **+61 (02) 9080 4455** to discuss your customised learning solution, or email [training@informa.com.au](mailto:training@informa.com.au)