**Gain a global perspective on airline planning strategies and enhance your understanding**

**Monday, August 3, 2020**

<table>
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<th>Time</th>
<th>Activity</th>
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<tr>
<td>8:30am – 9:00am</td>
<td><strong>Registration &amp; Breakfast</strong></td>
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<tr>
<td>9:00am – 9:30am</td>
<td><strong>Welcome and Course Overview</strong>&lt;br&gt;Overview of the Airline Business Training Workshop and a brief history of Boeing Commercial Airplanes.</td>
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<td>9:30am – 10:30am</td>
<td><strong>Interviews and Introductions</strong>&lt;br&gt;Have an opportunity to meet other participants and get to know them.</td>
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<td>10:30am – 10:45am</td>
<td><strong>Break</strong></td>
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<td>10:45am – 11:45am</td>
<td><strong>Current Market Outlook</strong>&lt;br&gt;Air travel is resilient; however there are many economic growth key drivers and additional factors that influence market demand. Hear about the market forecast drivers and considerations. Airlines continually manage dynamic external business factors to stay ahead of the curve.</td>
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<td>11:45am – 12:00pm</td>
<td><strong>Class Photo</strong></td>
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<td>12:00pm – 12:45pm</td>
<td><strong>Lunch</strong></td>
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<td>12:45pm – 1:45pm</td>
<td><strong>Current Market Outlook and Roundtable Discussion</strong>&lt;br&gt;Learn about the global airplane market trends. Uncertainty and volatility in oil prices remain high and have financial impacts on the industry. What is the long-term forecast of global air travel, new airplane demands, environmental considerations, and commercial services? Are single-aisles driving global network expansion?</td>
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<td>1:45pm – 2:00pm</td>
<td><strong>Break</strong></td>
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2:00pm – 3:00pm  **Airline Business Strategies and Competition**  
The passenger market is segmented (Long-haul, Short-haul, Business, and Personal) – what does this all mean for airlines? Regulatory agreements continue to liberalize aviation and stimulate growth. Understand the freedoms of the air, bilateral agreements, and opens skies. How has deregulation played a role in the rise of Low Cost Carriers (LCCs)?

3:00pm – 3:15pm  **Break**

3:15pm – 4:15pm  **Airline Business Strategies and Competition**  
Airlines need to have different strategies to create a market niche. Why do network airlines generate more revenue, but LLCs generate higher margins? Today, ancillary revenue is an important revenue stream for and airlines continue to look for new revenue from service offerings. Also, hear about the potential advantages and disadvantages of global airline alliances, codesharing, joint ventures, and interlining.

4:15pm – 5:45pm  **Welcome Reception**

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**Tuesday, August 4, 2020**

8:30am – 9:00am  **Breakfast**

9:00am – 9:15am  **Introduction of the Day**

9:15am – 10:45am  **Network and Fleet Planning**  
Understand the key drivers of air travel demand when analyzing markets. Revenue and traffic mix will differ based on individual market dynamics and competition? How do airlines utilize selected airplanes with efficient flight scheduling to maximize revenue and minimize cost?

10:45am – 11:00am  **Break**

11:00am – 12:15pm  **Network and Fleet Planning**  
Learn how airplane capability varies by type and how do airlines make decisions. Airlines focus on connectivity and utilization when scheduling, but are there other factors taken into consideration? The speed of the aircraft can provide airlines with a greater network reach. Airport slots constraints may impact scheduling and these constraints may result in sub-optimal schedule patterns or times at airports.

12:15pm – 1:00pm  **Lunch**
Airplane Performance
Airplane performance results can vary greatly based on assumptions about the airplane, airport, and mission rules. Some airplane characteristics are custom chosen by airlines and can affect airplane performance, such as interior configuration, which could directly affect the airplane weight. Environmental conditions can also greatly impact airplane performance and there is no one right way to evaluate.

Airplane Product Development
What is the ideal material for an airplane structure? Carbon fiber has twice the strength at half the weight of aluminum. Airlines and manufacturers continue to look for opportunities to improve efficiency, and at the same time improving the passenger experience.

Wednesday, August 5, 2020

8:30am – 9:00am  Breakfast

9:00am – 9:15am  Introduction of the Day

9:15am – 11:15am  Airplane Economics
Which aircraft has better economics? What are the airplane-related operating costs? Airplane design impacts operating costs and also the design of airline operations impacts costs. What are airlines doing to address fuel consumption, and are there ways to control crew costs?

11:15am – 12:30pm  Lunch

1:30pm  Bus Departs to Boeing Everett Facility

2:30pm – 4:15pm  Boeing Everett Facility VIP Tour
The Everett facility is home to the 747, 767, 777 and 787 Dreamliner production lines and is the world's largest building by volume. Participants will see airplanes being built for a worldwide base of airline customers.

4:15pm  Bus Departs Boeing Everett Facility