



Overview of the program:

This course focuses on business and strategic plan development, marketing and branding, diversification strategies, partnership development, due diligence and M&A. The instructor will take you through business plan development for low-cost carrier (LCC) start-ups, formulation of strategic growth recommendations, managing of client's growth mission and operational objectives, providing vision and leadership to carry out mission, and building of relationships.

Advanced Air Transport Leadership & Management Course

WHO SHOULD ATTEND?

- Airline CEOs/ MDs of airlines & Civil Aviation
- Departmental heads and Airline staffs from departments such as commercial directors, country representatives, marketing, fleet planning, Finance, Strategic planning, Operations etc.
- Department heads of air transport in Civil Aviation
- Commercial Pilot/ Captain/ Corporate Pilot
- Ministry of transport / infrastructure staff in air transport service department, air transport economists, air transport engineers, principal air transport officers, legal officers.
- Transport system specialists, Directors of operations, airport managers etc.

Training Overview

DAY 1: STRUCTURE AND ECONOMIES OF AIRLINE

- Structure of airline industry, airline statistics and airline certification
- Airline as oligopolist and economic characteristics of airlines

DAY 2: STRUCTURE AND ECONOMIES OF AIRLINE

- Airline passenger load factor and its significance
- Airline Forecasting methods

DAY 3: MANAGERIAL ASPECTS OF AIRLINES

- Airline passenger marketing
- Airline pricing, demand and output determination

DAY 4: MANAGERIAL ASPECTS OF AIRLINES

- Principles of airline scheduling and fleet planning process
- Airline finance and funding

DAY 5: MANAGEMENT BUILDING ASPECTS OF AIRLINES

- Business and strategic development of low-cost carrier (LCC) start-ups
- Airline Marketing and branding

DAY 6: MANAGEMENT BUILDING ASPECTS OF AIRLINES

- Formulation of strategic growth recommendations of aviation sector during and post COVID – 19
- Managing of clients' growth mission and operational objectives

DAY 7: LEADERSHIP

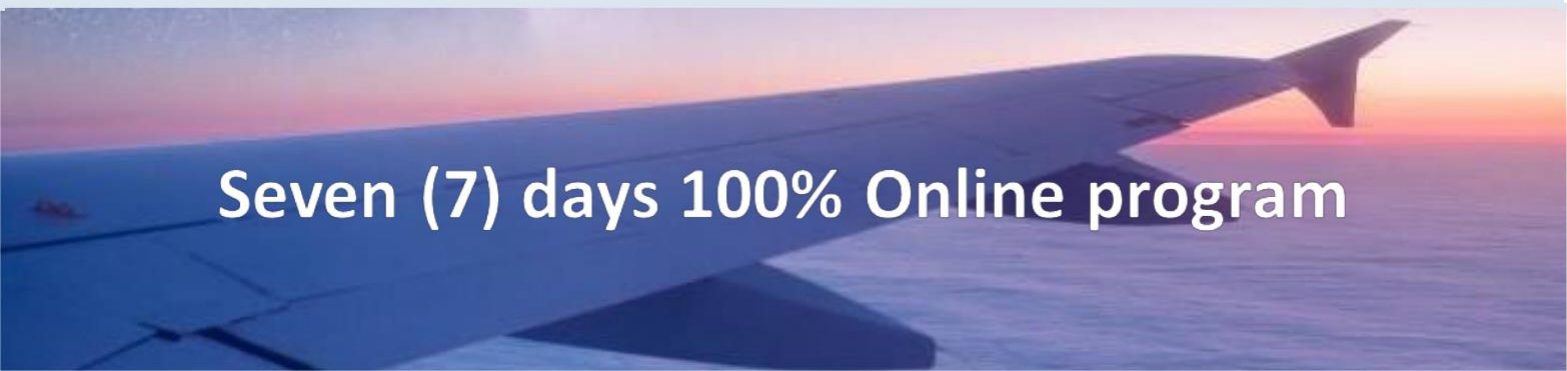
- Design making, risk assessment and judgment in aviation
- Aviation leadership and relationship with QMS & SMS
- Team building, coaching and mentoring

OBJECTIVES



- Equip you with the skills required to successfully manage & lead various sectors of the air transport industry including airlines, airport companies and authorities, civil aviation departments, air transport consultancies
- Provide you with a thorough grounding in all air transport issues as well as managerial, interpersonal, financial and analytical skills.

Seven (7) days 100% Online program



Instructor: Dr. John Wensveen



He is considered one of the aviation industry's leading experts on low-cost and low-fare high value airline operations and is currently President & CEO of Airline Visions, an advisory and futurist firm specialized in air carrier start-ups. Dr. Wensveen is a leading expert on business and strategic plan development, marketing and branding, diversification strategies, partnership development, due diligence and M&A. Consulting projects include business plan development for low-cost carrier

(LCC) start-ups, formulation of strategic growth recommendations, managing of client's growth mission and operational objectives, providing vision and leadership to carry out mission, and building of relationships.

Until March 2005, Dr. Wensveen was Vice President of International Development with Washington-Dulles based MAXjet Airways, the first start-up US flag carrier to obtain FAA certification to operate on the trans-Atlantic since the events of 9/11. Dr. Wensveen's involvement with MAXjet started in 2003 as one of the founding team members. While at MAXjet, he led partnership development with airlines, airports, international government bodies, ground handling and security organizations and represented the company as spokesperson. Dr. Wensveen was responsible for setting up the European infrastructure including ground operations and was responsible for overall P&L of European operations and some aspects of US operations.

From 1999 to 2004, Dr. Wensveen was employed as Professor of Airline Management and Operations with the School of Business at Embry-Riddle Aeronautical University in Daytona Beach, Florida. While at ERAU, he built a reputation in the aviation industry as one of the

leading experts in aviation and as an instructor of undergraduate, graduate and executive levels courses. He was the project lead on the creation of the world's first Airline Operations Center Simulation Laboratory (AOC SL), an international project in partnership with major aviation/aerospace companies including airlines, airports, ground handling organizations, manufacturers, academic institutions, and government at the local, federal and international levels.

In the early 1990s, Dr. Wensveen assisted Canada 3000, with the management of quick growth and was a leading contributor to base expansion in the Pacific. Dr. Wensveen is a member of a number of professional organizations and is a frequent speaker at international aviation events. He is the Professor of Airline Management & Aviation Entrepreneurship at Purdue University, Vice Provost of Academic Schools at Miami Dade College and a faculty member of the International Air Transport Association (IATA) and is author of the Air Mercury and Strategic Management courses presented at IATA training centers around the world. He is also an adjunct faculty member of the University of Maryland University College (UMUC), University of the West Indies (UWI) and Royal Roads University (RRU). He is also a faculty member of the Arab Air Carrier's Association (AACAA). Dr. Wensveen publishes frequently in major aviation publications and is an aviation analyst for the media and seen on major television networks and quoted in major newspapers and magazines around the world.

He is author of North America's leading aviation textbook entitled, ***Air Transportation: A Management Perspective*** and is author of another successful book entitled, ***Wheels Up: Airline Business Plan Development***. From 1996 to 1999, Dr. Wensveen hosted a number of leading radio shows in the United Kingdom and was awarded "Best Male Presenter" in 1997 at the BBC Radio One Awards. Dr. Wensveen, born and raised in Vancouver, Canada earned a Ph.D. in International Air Transport Management with a focus on Business, Strategy and Marketing from the University of Wales Cardiff (United Kingdom), M.Phil Air Transport Management – Cardiff University & B.A. in Transportation & Geography.

Email: aviators@aviatorsgradsch.org → The program is offered: Virtually & Online → Be trained by the best author in Air Transportation

TO NOTE:

- All our correspondences are through company e-mail and company phone number provided.
- We do not accept western union/ Moneygram or any other form of transfer except payment wired directly to company account.

Fill the delegates form and send back to AGS

Tuition:

Fees covers:

Certification:

US 3850

Course fee & materials

USA Accredited