



The Hot Stuff on Airline Recruiting

ACI-NA Air Service & Data Planning Seminar

January 24-25, 2008, in New Orleans



An International Story

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January 25, 2008



METROPOLITAN WASHINGTON
AIRPORTS AUTHORITY



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I want to tell you a story...

How every good air service presentation begins



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The story has a beginning

This new route is going to make your airline a lot of money.

A middle

My route is better than their route.

And hopefully a happy ending with a plot twist

They want to know more.

- *What were you expecting, they were going to start service tomorrow?*



**And remember, you've got maybe 30 minutes
with someone who may not speak or read English very well**

What are the 3 main things you want them to remember?

What are the simplest & quickest ways to communicate it?

*Make it visual – never underestimate the importance of **GOOD** graphics*

Avoid pages of bullets – take too much time to read

Avoid data tables – can get distracted

Goal should be one point/thought per page

And then shut up and let them talk!



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A good beginning

What does your route do for them - not your airport?

Make sure they know where you are – use lots of maps.

Every page should make your case or remove it – less is definitely more.



The middle of the story

The 3 C's:

Credible

Competitive

Compelling



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Credibility is critical

Tell them something they know & something they don't know

For international air service, DOT O&D data is almost never enough

P&L for a foreign carrier using U.S. airline cost data (Form 41) – very risky

Always source your data and explain your forecast methodology



Identify your competition and be compelling

Ask what airports they view as your competition before the presentation

Use census data to show your market distinctions

It's OK not to be #1 on everything – increases your credibility

Forecast your competitor's route – better to know & better to spin it

You may be thinking of a flight to London, but
the airline is thinking London and beyond



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As for your airport,
just tell them what they want to know

Is there room at the inn?

Where would they probably operate?

How do your costs compare?

Is CBP available?

What have you got planned?



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The End

Do you want to know more?