



2010 Air Service and Data Planning Seminar
(Agenda updated 1/14/2010)

January 24 – January 26, 2010
The Westin Casuarina, Las Vegas
(702) 836-5900

Sunday, January 24

5 – 7 pm **Registration Desk Open**

6 – 7 pm **Welcome Reception**

Monday, January 25

7:30 am – 3 pm **Registration Desk Open**

7:30 – 8:30 am **Continental Breakfast**

8:30 – 8:45 am **Welcome**
Randy Walker, Clark County Aviation Director

8:45 – 9:30 am **Opening Roundtable: The Influence of Data in Airline Decision Making**
Three speakers who have experience in both airline planning and airport air service development will share their insights on how to best use data in pitches to the airlines.

Speakers: Justin Meyer*, Kansas City; Joe Cambron, Detroit; John Korenic, Vancouver. *Moderator

9:30 – 10:20 am **Data 1: Demographics**
Finding and tapping the valuable information about your community that sets it apart from all others.

Speaker: James I Lundy, TranSystems

10:20 – 10:30 am **Break**

- 10:30 – 11:30 am** **Data 2: Schedule Data**
Mining trends in airline schedule data that can be used to build your case.
- Concurrent Classes:** Fundamentals and Advanced
Fundamentals Speaker: Jack Penning, Sixel Consulting
Advanced Speaker: Tom Reich, Air Service Partners;
- 11:30 – 12:15 pm** **Roundtable 2: Forming Community Partnerships**
A valuable partner in air service development is a community partnership. How do you form one and then how do you manage the group's expectations.
- Moderator:** Mike Boggs, Mead Hunt
Speakers: Brian Pratte, Reno; Richard Garson, Halifax
- 12:15 – 1:15 pm** **Lunch**
Networking – no speaker, no agenda – just good conversation.
- 1:15 – 2:45 pm** **Data 3: T100, Origin & Destination**
Explore the largest data base of airline traffic information and how it can be used to demonstrate the viability of your proposed route.
- Speakers:** Kevin Schorr and Howard Mann, InterVISTAS;
- 2:45 – 3 pm** **Break**
- 3 – 3:45 pm** **Roundtable 3: Avoiding Common Data and Presentation Mistakes**
Determining what data to use, how to use it and what to avoid.
- Moderator:** Brad DiFiore, Sabre
Speakers: Joe Cambron, Detroit; Damian Brooke, DFW
- 3:45 – 4:45 pm** **Data 4: International Data**
An overview of data available from the U.S. Department of Commerce and national data bases that can be used for travel planning beyond North America.
- Speakers:** Richard Champley, U.S. Dept. of Commerce

Tuesday, January 26

- 7:30 am – 3 pm** **Registration Desk Open**
- 7:30 – 8:30 am** **Continental Breakfast**
- 8:30 – 9:30 am** **Data 5: Ticketing and Booking**
Based on airline reservations and tickets, ticketing and booking data can provide an alternative to DOT data for analysis of passenger trends and traffic patterns.
- Concurrent Classes:** Fundamentals and Advanced
Fundamentals Speaker: William Susinski, ARC
Advanced Speaker: Eric Ford, Oliver Wyman
- 9:30 – 9:45 am** **Break**
- 9:45 – 10:45 am** **Data 6: Quality of Service Index**

QSI data attempts to forecast consumer behavior by quantifying the relative attractiveness of different flight options. An airport can use QSI to identify and evaluate new route opportunities.

Concurrent Classes: Fundamentals and Advanced

Fundamentals Speaker: Jordan Kayloe, Diio

Advanced Speaker: Christina Cassotis, SH&E

10:45 – Noon

Roundtable 4: Creating Blockbuster Presentations

Now that you have learned how to use the data, experienced air service recruiters will detail how to put together sales pitches that will hold the attention of airline planners – and hopefully – motivate them to begin serious discussions..

Moderator: Joel M. Antolini, SeaburyAPG

Speakers: Hampton Brown, San Diego; Laura Jackson, Denver

Noon – 1 pm

Lunch

SkyWest: The new at-risk AirTran partner and what are the opportunities for smaller communities?

Speaker: Michael Thompson, vice president/market development, SkyWest Airlines

1 – 3 pm

Concurrents: Airport Presentations and Discussions

Selected airports will present and explain how they used a variety of data sets to obtain or retain air service. Participating airports are invited to bring hard copy presentations, slides and collateral materials to share and be critiqued.

Concurrent Discussion Groups: Small Airports, Medium Airport, Large Airports

Small Airports Moderators:

Patty Michel, Asheville; Brad DiFiore, Sabre

Medium Airports Moderators:

Leslie Gavin, Winnipeg; Joel M. Antolini, SeaburyAPG

Large Airports Moderators:

Luce Bureau, Montreal; Kevin Schorr, InterVISTAS

3 – 3:15 pm

Break

3:15 – 4 pm

Roundtable 5: How Do I Do. . . ?

Now is your opportunity to ask that question that has been nagging at you all during the seminar and any others provoked by the data overviews and the case study presentations.

Moderator: Lucinda Harshman, Pittsburgh

Panel: All data presenters

4 pm

Wrap-up, Acknowledgements and Evaluations