

**BUSINESS SOLUTIONS BY AASA**  
 29 MARCH 2023 | JOHANNESBURG | PROTEA HOTEL OR TAMBO

It has been said that in the airline business cash is king. In other words, all that matters is a positive cash flow. Put in a different way:

- **Revenue is Vanity**
- **Profit is Sanity**
- **Cash flow is Reality**

Airline leaders are inundated with advice, some of it unsolicited, to make sure that they develop their businesses in such a way that they generate multiple revenue streams in order to become profitable. Is it that simple?

In collaboration with aviation industry partners, AASA has put together a one-day immersion experience for airline executives to engage with subject matter experts who will impart their experiences and knowledge for the benefit of participants. The decision to embrace all, or part, even none of this expertise and implement it in their own environments is left to the participants. Our objective is simple, straightforward, and driven by the need to give our members the opportunity to develop or enhance their own processes specific to their business.

**Three main areas of focus were identified as follows:**

<b>1. Revenue Management</b>	Generating income for the business as efficiently and effectively as possible
<b>2. Fleet Planning</b>	Identifying and sourcing the aircraft required for the best fit to the business plan and model
<b>3. Network Planning</b>	Operating to destinations that bring the best results to the business

**Invitation & Investment**

AASA airline members are invited to nominate a maximum of three team members per airline to participate in this ground breaking Business Practice Session. Each airline should nominate one person per module – that means one person for the Revenue Management session, one person for the Fleet Planning session, and one person for the Network Planning session. *Additional delegates participation will be subject to availability.*

AASA in conjunction with its partners will cover the costs of the sessions, meals, material that will be handed out. Your investment is the cost of transport and or lodging for those who will be coming from out of town.

**Opportunity responsibility**

The opportunity to improve the fortunes of any business is daunting at the very least. We therefore recommend that our airline members nominate their best talent who are responsible for making things happen and are accountable for the outcome.

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Consider the following as your nominees:

- Revenue Management Managers
- Network Planning Managers
- Fleet Planning and Performance Managers
- Sales Channels and Distribution Managers

This opportunity to hone in the skills of your team could not have come at a better, now that the industry is truly tried and tested in dealing with disruptive events such as the COVID-19 pandemic. Our call to action is simple. Learn, Do, Adjust, Do. This is where it begins. Seize this opportunity for your teams and your organisation to Learn from the best, **Do what needs to be done, Adjust your processes as required, and Do what needs to be done.**

**Dates & Venue:**

Wednesday, 29<sup>th</sup> March 2023 – a full day of learning and doing.

**[The Protea Hotel – OR Tambo](#)**

Address: Corner of York &, Gladiator St, Rhodesfield, Kempton Park, 1619

Phone: 011 977 2600

**Facilitators:**

We have assembled a team of experienced people who are very keen to impart their knowledge to participants while engaging them in meaningful and practical methods that will enable them to implement what they have learnt when they get back to their organisations. We cannot wait to share their profiles with you!

**Your Move?**

- Nominate your participants – three per airline., *note additional delegates participation will be subject to availability*
- Register them with AASA [aasa@aasa.za.net](mailto:aasa@aasa.za.net)
- Secure their accommodation if they are coming from out of town at **[The Protea Hotel – OR Tambo](#)**

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**AASA WELCOMES ALL PARTICIPANTS. WE ARE IN IT TO WIN...TOGETHER!**