



Boeing - INACA Collaboration



Fleet Planning Workshop

7 - 9 December 2021

PROSPECTUS

Preliminary Agenda

Program Description

This virtual program will cover :

- Marketplace Assessment
- Deciding What Routes to Fly
- Flight Scheduling
- Determining Aircraft Fleet Composition
- Managing Revenue

Program Details

- Three 3-hour virtual sessions
- Tuesday-Thursday in the same week
- Material will be presented by Boeing experts
- This virtual program's instruction will be in English

Market Analysis

- Insight at current trends in global and SE Asia aviation industry
- Market analysis and insight in the world after COVID

Network Planning

- The advantages, disadvantages, and implication of networks
- Understanding how airlines determine where to fly, assess their competitive position, plan frequency, and grow their network

Fleet Planning

- Understanding the importance of flight planning to get profit based on various circumstances
- Learn to evaluate airplane choices, assess airplane economics, and plan for growth and replacement

Schedule Planning

- Effectively schedule flights to generate incremental revenue with lowered costs
- Balance passenger preference with operational considerations with maximized fleet utilization
- Learn to optimize flight timing over seasons, days of the week, and times of day

Revenue Management

- Maximize revenue by forecasting demand, segmenting customers, and optimizing fare availability
- Learn revenue management techniques to balance supply and demand, protect seat inventory, and stimulate demand

Overview

Contribute to your company's success by understanding the interrelated factors that govern airline fleet planning: assessing the marketplace, what routes to fly, scheduling those flights, determining Aircraft Fleet Composition, developing a profitable network, and managing Revenue. The program will focus on SE Asia and the business and social environment as the world emerges from COVID-19.

Workshop Format

This virtual workshop provides total 3 days (3-hours each) of instruction delivered by 2 official Boeing Instructors directly from Boeing Headquarters USA.

Technical Requirement

No specific technical requirement is needed but computer literate and highly interested in subject that stated in the overview above are a must.

Prerequisites

- Although there are no prerequisites for this workshop participants but recommended participant is the one who need to deepens his/her knowledge on market, network, schedule and revenue management of the Airlines
- The recommended level of English language is intermediate.

How to Register

Via bitly Link or INACA website

Registration Fee:

Free for both member and non-member. Registered member will receive a gift, promotional material, etc.

Virtual Venues

Via Webex meeting, we strongly recommend for all of the participants should not be distracted by regular office duties or tasks.

What will you learn

- Broader economic and industry landscape how its affect to SEA aviation market and implication fro Fleet Planning.
- Discussed different type of network, competitive position and how to grow the network
- How to choose the proper fleet composition, right-sizing across season and market conditions.
- Effective scheduling generates incremental revenue while at the same time lowering the cost
- Discuss how airlines use revenue management techniques and the details.

Our Instructors

This 3-hours virtual sessions for 3 days virtual workshop will be lead by 2 Boeing experience and competence instructors, namely:

- Neil Hathi
- Robert Ball

The facilitator for this workshop will be served by Jonathan

Who should attend

Managers, persons that their daily work-related into airlines/aviation business

- Market/ routes analyst
- Schedule & Network planner
- Fleet Planning
- Revenue management

Maximum Participants allowed

Due to the effectiveness of the workshop, participants will be maintained for about maximum of 40 attendees only.

Certificate Awarded

Certificate will be given to all of the attendees who always maintain their presence.



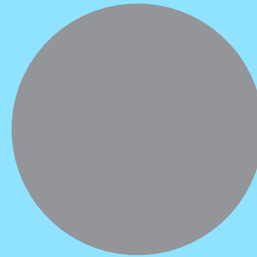
Novie Riyanto Rahardjo

Director General
Ministry of Transportation



Malcom An

Managing Director
Global Strategic Initiatives
The Boeing Company



Denon Prawiraatmadja

Chairman
INACA



John Bruns

Vice President
The Boeing Company



Bayu Sutanto

Secretary General
INACA

Fleet Planning Workshop

Instructors:

7 - 9 December 2021

Neil Hathi

**Regional Director
Network and Fleet Planning
Boeing Commercial Airplanes**



Neil joined Boeing in July 2015 in the Network and Fleet Planning group within Boeing Commercial Airplanes Sales and Marketing organization. Neil works with Boeing colleagues on sales support issues and also works with Boeing customers with their commercial planning concerns.

Prior to joining Boeing, Hathi spent 7 years as a Consultant for InterVISTAS Consulting, working with airlines and airports of all sizes on all major continents. While at InterVISTAS, Neil advised communities on how to strategize, improve, enhance and retain air service, and also worked with airlines on airline network planning optimization.

Neil has a Bachelor of Science degree in Aviation from The Ohio State University and a Masters of Science degree in Air Transport Management from Cranfield University. Outside of the office, Hathi is a private pilot and enjoys all things aviation.

Tom Crabtree

**Regional Director – Airline Market Analysis
Marketing & Business Development
Boeing Commercial Airplanes**



Thomas ("Tom") Crabtree is regional director – Airline Market Analysis for Boeing Commercial Airplanes in Seattle, a position he has held for over two decades. As regional director, Crabtree currently researches air cargo industry issues, with specific responsibility for serving airlines in the Middle East, India, Southeast Asia and the Commonwealth of Independent States (CIS). He is the primary author and chief editor of the Boeing World Air Cargo Forecast.

The forecast is published in even-numbered years and is considered a leading information resource for the industry. Crabtree's expertise on commercial air cargo trends and military airlift has played a key role in Boeing product strategy and product-development efforts.

Tom has been with the Boeing Company since 1991. While with Boeing, he has held positions in Sales Support Engineering, Flight Operations Engineering and Marketing. While in the Marketing organization at Boeing, he also has worked in Product Analysis and Airline Economics.

As an economic analyst, Crabtree built aircraft operating cost models for start-up carriers based in the CIS, VIP aircraft operators and all-cargo carriers. Tom holds a bachelor of science in aerospace engineering and an MBA from the University of Kansas, and he received a certificate in Russian technical language translation from Novosibirsk State University.

Robert Ball

**Regional Director
Network and Fleet Planning
Boeing Commercial Airplanes**



Robert joined Boeing in January 2019 in the Network and Fleet Planning group within Boeing Commercial Airplanes Sales and Marketing organization. Robert supports his Boeing colleagues with sales support, and also engages with Boeing customers with their commercial planning concerns.

Prior to joining Boeing, Robert spent 2 years as with ATPCO where he drove development of Ancillary and Fees products for airlines, and supported airlines in their ancillary and fee strategies. Prior to that, Robert spent 6 years with WestJet Airlines in Canada as a lead in Yield Management and Pricing roles

Robert has a Bachelor of Science degree in Airline and Airport Business Administration from Middle Tennessee State University. Outside of the office, Robert enjoys spending time with his family, exploring new places, coaching his sons' little league teams, and landscaping.

Fleet Planning Workshop

7 - 9 December 2021

Day 1 | Tuesday

| | | |
|----------------------------|------------------------------------|--|
| 9:00 am¹ | Welcome and Opening Remarks | Malcom An Managing Director Global Strategic Initiatives The Boeing Company Denon Prawiraatmadja Chairman INACA Novie Riyanto Rahardjo Director General Ministry of Transportation |
| 9:30 am | Business Strategies | Neil Hathi Regional Director The Boeing Company |
| 10:45 am | Air Cargo | Tom Crabtree Regional Director The Boeing Company |
| 11:45 pm | Market Analysis | Neil Hathi Regional Director The Boeing Company |
| 1:00 pm | Session ends | |

¹ All times are GMT+7

Fleet Planning Workshop

7 - 9 December 2021

Day 2 | Wednesday

| | | |
|-----------------|-------------------------|--|
| 9:00 am | Network Planning | Neil Hathi Regional Director The Boeing Company |
| 10:35 am | Fleet Planning | Neil Hathi Regional Director The Boeing Company |
| 12:00 pm | Session ends | |

Day 3 | Thursday

| | | |
|-----------------|---------------------------|--|
| 9:00 am | Schedule Planning | Neil Hathi Regional Director The Boeing Company |
| 10:15 am | Revenue Management | Robert Ball Regional Director The Boeing Company |
| 11:30 am | Closing Remarks | Bayu Sutanto Secretary General INACA John Bruns Vice President The Boeing Company |
| 12:00 pm | Session ends | |



Boeing - INACA Collaboration

**Soho Pancoran, Splendor 18th Floor No. 08
Jl. Letjen M.T. Haryono Kav. 3-2, RT 1/RW 6, Tebet - Jakarta 12810**