
UPDATED AGENDA

MIT Airline Industry Consortium – Executive Education Course

“The Airline Industry: Recent Performance and Global Trends”

Massachusetts Institute of Technology, Cambridge, MA
June 18-19, 2012

Intensive 2-day educational program on recent developments and evolving challenges in the global airline industry. Overviews of recent airline performance and introductions to some basic concepts are provided, based on materials from our graduate course “The Airline Industry”. The lectures combine fundamentals with new research findings and in-depth discussion of critical issues facing aviation worldwide. Several industry speakers will also provide their perspectives on what lies ahead.

MIT and Affiliated INSTRUCTORS

Dr. Peter Belobaba, Program Manager, MIT Global Airline Industry Program
Prof. Cynthia Barnhart, Associate Dean of Engineering, MIT
Prof. Amy Cohn, Dept. of Industrial and Operations Engineering, University of Michigan
Prof. R. John Hansman, Director, MIT International Center for Air Transportation
Mr. Joakim Karlsson, Research Affiliate, MIT
Dr. Robert Malina, Department of Aeronautics and Astronautics, MIT
Dr. Tom Reynolds, Department of Aeronautics and Astronautics, MIT
Mr. William Swelbar, Research Engineer, Manager of MIT’s Airline Data Project

Confirmed INDUSTRY SPEAKERS

Capt. Lee Moak, President, Air Line Pilots Association, International
Mr. Scott Nason, Vice President—Revenue Management (retired), American Airlines
Mr. Andrew Parker, SVP – Int’l, Industry, Public and Environmental Affairs, Emirates Airlines

TENTATIVE COURSE AGENDA (Updated May 18, 2012)

MONDAY 18 JUNE

Update on Trends and Forces in Global Aviation (Hansman)

Summary of recent developments in global aviation, with a focus on economic cycles, fuel price volatility, and impacts of competition; implications for infrastructure capacity, operations, aircraft fleets, and safety.

Recent Industry Performance: Traffic, Capacity and Profitability (Belobaba)

Review of airline traffic and financial performance by world region; focus on airline efforts to reduce costs, manage capacity and improve yields; changes in fleet composition and networks.

Evolving Airline Revenue Models (Nason)

Trends in airline pricing strategies and revenue management; Distribution wars – direct connect, personalized pricing, merchandising, ancillary revenues; A la carte pricing vs. bundling.

Public Funding of Aviation Infrastructure (Karlsson)

Overview of aviation infrastructure costs and funding sources; History and current state of aviation taxes and charges in U.S. and E.U.; Economic burden – theory vs. empirical evidence.

Operational Strategies to Reduce Fuel Burn and Environmental Impacts (Reynolds)

Overview of environmental impacts of aviation; Advanced aircraft operations; Most promising options for fuel burn and environmental impact reduction; Opportunities for integration into future Air Traffic Management.

Impacts of EU Emissions Trading Scheme on US Airlines (Malina)

Summary of a recent study by MIT's PARTNER program, which estimated the potential impacts of the new ETS on US airline traffic, costs and profits; Presentation to be followed by an open discussion of modeling approach and assumptions.

EVENING ACTIVITY – GROUP DINNER AT MIT FACULTY CLUB

TUESDAY 19 JUNE

Airline Scheduling and Operational Issues (Cohn)

Overview of airline scheduling and operational constraints; Sources of variability on flight operations and their impacts on departure, flight and arrival times; Flight delay propagation; Strategies for reducing operational uncertainty and flight delays.

Impacts on Passengers of Flight Delays (Barnhart)

Analysis of flight and passenger delays; Effects of congestion on flight schedules and delays, as well as airline profitability and passenger service; Impacts of US 3-hour tarmac delay regulation.

Air Traffic Control Modernization (Hansman)

Overview of planned ATC system change efforts, including NEXTGEN in the US and SESAR in Europe; Update on implementation progress and challenges; Emerging technical systems and new operational procedures.

New Developments in the Global Airline Industry (Swelbar)

Review of dramatic changes during the past decade; Evolution of airline operating models and competitive positions of global airlines; Changing global traffic flows and impacts on airports.

Regulation, Competition and Globalization (Moak)

Perspectives on competition in the global airline industry from a respected labor leader; Impacts of government regulation; Implications for airline growth, employment and profitability.

Airline Growth and Global Competition: The Emirates Perspective (Parker)

Overview of the Emirates business model and strategy for growth; Evolution of Middle East airlines and airports; Emirates' position on airlines and subsidy.

REGISTRATION INFORMATION

“The Airline Industry: Global Developments and Challenges”

MIT, June 18-19, 2012

AIRLINE INDUSTRY CONSORTIUM

The MIT Airline Industry Consortium consists of major industry stakeholders that support and participate in the research and educational efforts of the MIT Global Airline Industry Program. This Executive Education Course is designed for members of the Consortium – each member company may send 3 registrants at no additional charge. Registrants from non-member companies are welcome, and will be accommodated subject to space availability.

PROGRAM COST PER PERSON (US \$)

Airline Industry Consortium member companies – first 3 registrants	No charge
Additional registrants from member company	\$1200
Registrants from Non-member Companies	\$2400

Registration fees include all course lectures and materials, plus coffee breaks and snacks, as well as a group dinner on June 18. Hotel, meal, and travel costs are not included.

REGISTRATION FORM

DUE NO LATER THAN JUNE 1, 2012

Please reserve a place for me in the Executive Education Course: The Airline Industry to be held at MIT on June 18-19, 2012.

NAME _____

TITLE _____

COMPANY _____

MAILING ADDRESS:

PHONE/FAX _____

E-MAIL _____

REGISTRATION FEE USD \$ _____

Please submit a separate registration form or e-mail above details for each registrant.

HOTEL INFORMATION

The following Cambridge hotels are convenient to MIT. Please request the special “MIT Rates” shown below directly from the hotel. Lower airline or government employee rates might also be available. Because June is a peak period for visitors to the Boston area, you are encouraged to book hotel space as soon as possible.

Marriott Hotel Cambridge Center	\$226/night	(617) 494-6600	(800) 228-9290
Residence Inn Cambridge Center	\$215/night	(617) 349-0700	(800) 331-3131
The Kendall Hotel (Kendall Square)	\$199/night	(617) 577-1300	
Courtyard Marriott (Cambridge) [Use Corporate Code #MT2]	\$169/night	(617) 492-7777	(866) 323-4149
Hyatt Regency Cambridge	\$190/night	(617) 492-1234	

Please return this page by fax to P. Belobaba at 617-253-0361 or reply with all details by e-mail to belobaba@mit.edu by June 1!
