



BOEING – AFRAA AIRLINE ECONOMICS, PLANNING & MANAGEMENT WORKSHOP

Theme: “Strategies for Sustainable Airline Growth in Africa”

Date: 15-16 September 2022 (In-Person Format)

Venue: Emara Ole Sereni Hotel, Nairobi – Kenya

An extraordinary airline industry event designed to give African airlines highly-experiential learning, with a clear focus on the underlying dynamics and business decision drivers that influence the airline business. Participants will gain a global perspective on airline strategy, planning and management to enhance understanding of airline operations. If you are responsible for fleet management, revenue planning, airline economics, operations or strategy, then this workshop is an amazing opportunity to hear from the world’s leading aircraft manufacturer while spending time in a learning environment and networking with your peers from airlines around the continent.

Agenda

Day 1, 15 September

08:00 – 09:00	Registration
09:00 – 09:15	Welcome and Introduction Remarks by AFRAA Secretary General, Mr. Abdérahmane Berthé Remarks by Boeing
09:15 – 10:30	Market Outlook & Business Environment

	<i>[Introduces the correlation between commercial airline profitability, business sustainability and growth with key metrics such as GDP, fuel prices, trade and geopolitical events]</i>
10:30 – 11:00	Break
11:00 – 12:00	Product Update <i>[Reviews the latest innovations in the Boeing product portfolio (passenger and freighter airplanes) and the advantages they provide for airlines]</i>
12:00 – 13:30	Lunch
13:30 – 15:00	Airplane Performance <i>[Examines airplane capability and performance characteristics that influence cost and revenue]</i>
15:00 – 15:15	Break
15:15 – 17:00	Airline Economics <i>[Examines key operating costs including fuel, maintenance and non-recurring costs; interprets their drivers and their mitigation]</i>
17:00	Day 1 Wrap up and Closing

Day 2, 16 September

9:00 - 10:30	Network & Fleet Planning <i>[Examine the pros and cons of different airline business strategies. Explore how to identify market opportunities, match capacity with demand and optimize fleet decisions to maximize profits]</i>
10.30 - 11:00	Break
11.00 - 12:00	Network & Fleet Planning Cont'd
12:00 – 13:30	Lunch
13:30 – 15.00	Aircraft Financing <i>[Provides an overview of the aircraft finance market, finance structures available for aircraft delivery financing, how lessors protect the value of their assets and the factors that go into an airlines' decision to lease or buy an aircraft]</i>

15:00 – 15:30	Break
15:30 – 16:30	Airline Revenue Management <i>[Explores how airlines can improve their revenues by targeting offers to passengers with the highest willingness to pay. Also examines the ancillary revenue streams that are increasingly critical to airline profitability, and discuss the past, present and future of airline ticket distribution]</i>
16:30 – 16.45	Boeing Innovation for growth <i>[Introduces some of the numerous Boeing initiatives that will enable the transition to carbon neutral aerospace including enabling fleet efficiency improvements, collaborating to increase the availability of sustainable aviation fuel and development of future air transport technologies]</i>
17:00	Workshop Wrap up and Closing Presentation of Certificates