

The 15th World Route Development Forum BEIJING 13-15 SEPTEMBER 2009

The global meeting place for every airline and airport



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Preparing for Routes Making the most of your meetings

The following 10 tips will help you make the most of your time at Routes.

- 1) Ensure that you have undertaken **detailed research** into the carriers you intend to meet. E.g. you should know about their type of operation (noting the differences between sister companies), their fleet, their existing network and passenger statistics.
- 2) **Keep it simple** and keep it relevant - just stick to the main reasons why an airline should start a new route or increase its frequency.
- 3) **Tailor your presentation** to the particular carrier you are meeting, rather than simply preparing generic material.
- 4) Airlines are more interested in **commercially oriented presentations** than those focussing on the technical side of the airports.
- 5) **Back up your argument** as far as possible with numbers, particularly those relating to the route you are proposing, but try not to overwhelm your subject with too many statistics!
- 6) **Minimise paper** - just the key facts please. If necessary, offer to send or email a more detailed business case later.
- 7) Laptops should be used **in support** of your arguments, if required, but resist trying to use them to make a full presentation.
- 8) For an airport, Routes is as much about research as **selling** - encourage the airline to update you and be prepared to adjust your arguments accordingly.
- 9) Ensure **continuity** from last year's meetings especially if there are different people involved.
- 10) If the meeting has run its course **don't be afraid** to end the meeting early - the airline will be grateful for the extra coffee time!

There are 10 minute breaks between the meetings, giving you time to make notes from your meeting, prepare for the next one, get a coffee etc. It also allows the airlines to have a break.

We wish you every success in your meetings