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## **IdeaWorksCompany Creates New Master Classes Designed to Boost Revenue and Profits**

*Roster of presentations grows to 16 with addition of 7 sessions  
including a la carte products, fare families and reward management.*

October 18, 2013, Shorewood, Wisconsin – Global airlines, network carriers, low cost leaders, and regionals all call upon IdeaWorksCompany to define and design their ancillary revenue path to profits. IdeaWorksCompany has provided 2-day seminars for airlines in Europe, North America, the Middle East, Asia, and the South Pacific.

The popularity of the private seminar series encouraged IdeaWorksCompany to add seven new presentations to create a total roster of 16 seminars on ancillary revenue, a la carte pricing, and loyalty marketing topics:

- Choice and Creativity: Carriers Build Ancillary Revenue by Empowering a Consumer's Right to Choose.
- Profit From Innovation: Benefits of Ancillary Revenue Reach All Over the World
- Going Beyond Air Travel with Alternative Rewards.
- Card-Carrying Generosity: Why American Express, Barclays, Chase, Citibank and Southwest Are Most Rewarding.
- Fly High or Sink Low: Reward Programs Create Their Reputation.
- Airlines Woo Members with Wild, Weird and Wonderful Rewards.
- Revealing Research on Which FFP Rewards are More Rewarding.

The above presentations fit within the Master Class Workshops design featuring 60- and 90-minute modules that provide the content for the 1- and 2-day seminar agendas. Jay Sorensen, president of IdeaWorksCompany, reveals some of the results produced by the seminars:

- One carrier decided to switch from an a la carte strategy to branded fares to seek a larger than 10% revenue bump.
- Multiple airlines moved to finally pursue long-studied fees for checked bags; the debate and discussion during the seminars prompted top managers to reach a decision.
- After participating in the seminars, an airline CEO decided the time had arrived to approve staffing and an operating budget dedicated to a companywide drive for ancillary revenue.
- Two long quarreling departments decided on a mechanism to resolve reward availability problems by agreeing on a method of mileage valuation.
- Representatives from a wide range of departments gained appreciation for the importance played by ancillary revenue and its profit potential.

**Master Class Workshops**  
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Master Class Workshops kick-start the ancillary revenue revolution within any airline by educating and engaging all stakeholders, such as finance, sales, operations, marketing, and revenue management personnel, in a forum led by one of the industry's leading experts. More details and the complete list of 16 seminar presentations are available online at [IdeaWorksCompany.com/masterclass](http://IdeaWorksCompany.com/masterclass).

The seminars are a portion of the services provided by IdeaWorksCompany to clients all over the world. More than 30 leading brands rely on IdeaWorksCompany to recommend the sale of new services, assess and benchmark ancillary revenue activities, build and enhance loyalty marketing programs, and provide in-depth research: Aeroplan – Air Arabia – Air Berlin – Air New Zealand – AirAsia X – AirTran Airways – Amadeus – American Express – Amtrak – British Airways – CarTrawler – Delta Air Lines – Emirates – Estonian Airlines – Finnair - Flybe – Icelandair – JP Morgan Chase – LAN Airlines – Monarch Airlines – Pegasus Airlines – Qantas Airlines – SATA International – Southwest – Switchfly – Travelsky – United Airlines – Virgin America – Virgin Atlantic – Virgin Australia – Visa USA.

**About IdeaWorksCompany:** IdeaWorksCompany was founded in 1996 as a consulting organization building brands through innovation in product, partnership and marketing, and building profits through financial improvement and restructuring. Its international client list includes airlines and other travel industry firms in Asia, Europe, the Middle East, and the Americas. IdeaWorksCompany specializes in ancillary revenue improvement, brand development, customer research, competitive analysis, frequent flier programs, and on-site executive workshops. Learn more at [IdeaWorksCompany.com](http://IdeaWorksCompany.com).

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