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## **IdeaWorks Participates in Global Conference for Low Cost Airlines**

*Reporters may access conference presentations and white papers  
from more than 30 speakers online.*

July 13, 2005, Shorewood, Wisconsin, USA. IdeaWorks president Jay Sorensen will participate as a speaker at the **World Low Cost Airlines Congress 2005** to be held September 14-16, 2005 in Amsterdam, The Netherlands. He will be joined by a roster of more than 30 speakers including Michael O'Leary (CEO of Ryanair), Joanne Smith (President of Song), Tony Fernandez (CEO of Air Asia) and Ray Webster (CEO of easyJet).

The Congress has become the annual meeting place for the global low cost airline industry, and is the only meeting of its type in the world. The 2004 event brought together more than 400 operators, investors, entrepreneurs, suppliers and aviation experts from all parts of the world.

During the 2005 Congress, Jay Sorensen will describe frequent flier and partnership trends for world's largest 20 low cost airlines including the latest marketing developments in Europe and Asia. The frequent flier programs offered by the top 20 low cost airlines are very diverse and includes major carriers such as Southwest and America West and smaller airlines such as Lion Air (Indonesia), Jetstar (Australia) and Hapag-Lloyd (Germany).

Members of the media may access his analysis, as well as the white papers presented by all Congress participants, by registering online at the conclusion of the event. Learn more about the Congress at [LowCostAirlinesWorld.com](http://LowCostAirlinesWorld.com) or by contacting conference marketing manager Helen Burden at [helen.burden@terrapinn.com](mailto:helen.burden@terrapinn.com).

**About IdeaWorks:** IdeaWorks 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 the hotel, airline, marine, railroad, consumer products and health care sectors. IdeaWorks specializes in brand development, customer service improvement, customer research, competitive analysis, creating partner-marketing strategies, cost reduction programs and business restructuring.

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