

3rd - 4th February 2009, London, UK

# Efficiency in Aviation



Developing & Implementing Proactive Cost & Fuel Efficient Strategy

**Active Communications' Efficiency in Aviation** forum will provide a unique platform for senior executives from the aviation industry to discover, consider and discuss innovative management, operational and technical strategies to achieve greater cost and fuel efficiency.

## THE AGENDA

Throughout the 2 days you will have the opportunity to hear from your industry peers and evaluate the latest solutions:

- **Discover the most effective cost management strategies being implemented in the industry**
- **Understand the best measures to optimise fuel efficiency both in flight and on the ground**
- **Examine the outlook for the global aviation industry and the future of fuel prices, supply and demand**
- **Consider the potential impact of improvements in air traffic control**
- **Learn the latest fuel efficient aircraft and engines in research, development and production**
- **Determine the advantages and disadvantages of fleet replacement under the current climate and also study various leasing options**

## AN INTERACTIVE 2 DAYS

**Active Communications' meetings offer the perfect opportunity to discover the latest updates and discuss your own challenges and solutions with your peers through an interactive and informative 2 day programme.**

- Hear from an outstanding line-up of the industry's leading executives.
- Network informally with a relatively small, targeted group of senior-level experts and decision-makers from the aviation industry.
- Learn more about your peers' key business strategies, research and development.
- Discuss the latest challenges and developments in this increasingly important area.
- Participate in roundtable sessions – giving you the chance to discuss the latest issues with your colleagues – and the speakers - in an open, informal and intimate setting.

## Who will attend?

All Active Communications' events attract a targeted group of senior level decision-makers and researchers from industry. **Our meetings are strictly end-user focused.** Only a select group of companies are invited to sponsor the event to ensure the emphasis is on the industry participants, and making sure our delegates have a valuable and positive experience.

Delegates will be drawn from national, regional and international commercial airlines, and technology and service providers including Presidents and CEOs as well as Senior Vice Presidents, Executive Vice Presidents, Directors and Managers of: Finance, Investment, Commercial Strategy, Flight Operations, Ground Operations, Engineering and Technology.

## OPPORTUNITIES TO MEET YOUR TARGET AUDIENCE

Companies can gain direct access to our senior level audience and have an increased level of visibility through branding and networking at the conference. For information on available sponsorship and commercial opportunities, please contact :

**Jean-Jacques Hermans**  
Tel: +44 207 981 2506  
Email: [jhermans@acius.net](mailto:jhermans@acius.net)

## PANEL MEMBERS INCLUDE:

Ricardo Génova  
Senior Vice President  
Flight Operations  
**Iberia**

Peter Malanik  
Chief Operations Officer  
**Austrian Airlines**

John Blanchfield  
Director, Technical  
Marketing  
**Airbus**

Jose Carlos Roque  
Aviation Operations  
Manager  
**Galp Energia**

Werner Schuessler  
Managing Partner  
**Lufthansa Consulting**

Jonathen Hart  
Strategic Marketing  
Manager  
**Rolls-Royce**

Rob Mead  
Chief Architect for  
Advanced ATM Concept of  
Operations  
**Boeing Air Traffic  
Management**

Guy Lachlan, Chief  
Executive, **British  
Business and General  
Aviation Association**

Mike Forster  
Strategy & Regulation  
Director  
**BAA**

For more information or to register for this exclusive event, contact Active Communications  
By calling +44 (0) 207 981 9800  
Emailing [sgrisetti@acius.net](mailto:sgrisetti@acius.net)  
Or visit the event website and register online: <http://www.acius.net>

3rd - 4th February 2009, London, UK

# Efficiency in Aviation



## 2<sup>nd</sup> February 2009 – Optional Tour Pre-Registration Required

- 14.00-16:00 Tour of Heathrow Terminal 5 and presentation by Mike Forster, Strategy & Regulation Director, BAA
- 19.00 Registration, Welcome Drinks Reception and Speaker Meeting



### DAY ONE: 3<sup>rd</sup> February 2009

- 08.00 Registration and Coffee
- 08.45 CHAIRMAN'S OPENING ADDRESS
- 09.00 SESSION ONE  
**Outlook for the Aviation Industry**
- Economic outlook for the European industry: passenger traffic and air cargo
  - Future potential for new capacity, routes and aircraft demand in developing markets
  - The rising cost of jet fuel: predicted fluctuations in oil prices, supply and demand
- Jose Carlos Roque, Aviation Operations Manager, Galp Energia
- 10.50 Morning Refreshments
- 11.20 SESSION TWO  
**Airline Management Strategies**
- What is aviation efficiency?
  - Managing cost through reduction in routes and grounding of less fuel efficient aircraft
  - Developing an effective jet fuel hedging strategy: an in-depth look at influential factors
  - Alliance review: maximising benefits from alliances over the short, medium and long term.
- Guy Lachlan, Chief Executive, British Business and General Aviation Association  
Werner Schuessler, Managing Partner, Lufthansa Consulting  
Jacques Bankir, CEO, Baboo\*
- 13.10 Lunch
- 14.30 SESSION TWO CONTINUED  
**Airline Management Strategies**
- Maintaining current fleet vs. acquiring new fleet: advantages and disadvantages
  - Exploring the opportunities for airlines available through various leasing options.
  - The pricing conundrum: a look at varying strategies for passenger ticket and freight prices including fuel surcharges
  - Benefits in consolidation of the European airline industry.
- 16.20 CHAIRMAN'S SUMMATION
- 16.35 Afternoon Refreshments
- 17.05 SESSION THREE  
**Roundtable Discussions**
- Aviation Industry Outlook
  - Airline Management Strategies
- 17.45 Close of Day One Followed by Evening Drinks Reception

### DAY TWO: 4<sup>th</sup> February 2009

- 08.15 Registration and Coffee
- 08.45 CHAIRMAN'S OPENING ADDRESS
- 09.00 SESSION FOUR  
**Operational Strategies**
- In-flight fuel efficiency: opportunities & challenges
  - Maximising energy conservation during ground operations
  - Cutting fuel consumption through cabin weight reduction
- Ricardo Génova, Senior Vice President, Flight Operations, Iberia  
Peter Malanik, Chief Operations Officer, Austrian Airlines
- 10.50 Morning Refreshments
- 11.20 SESSION FIVE  
**Air Traffic Control**
- Evaluating air traffic control: what measures can be taken to ensure allocation of the most fuel efficient flight-path?
  - Implementation of Continuous Descent Approach programmes in the airport
  - Benefits to be gained from satellite based air traffic control systems
- François Rubichon, Chief Operating Officer, Aéroports de Paris  
Chief Architect for Advanced ATM Concept of Operations, Boeing Air Traffic Management
- 13.10 Lunch
- 14.30 SESSION SIX  
**Technical Strategies**
- An in-depth look at the latest fuel efficient technologies for both new engines and upgrades
  - Minimising drag through cutting edge aircraft design
  - An overview of alternative fuel potential in the aviation industry: from biofuels to fuel cells
- Jonathan Hart, Strategic Marketing Manager, Rolls-Royce  
John Blanchfield, Director, Technical Marketing, Airbus
- 16.20 CHAIRMAN'S SUMMATION
- 16.35 Afternoon Refreshments
- 17.05 SESSION SEVEN  
**Roundtable Discussions**
- Operational Strategies
  - Air Traffic Control
  - Technical Strategies
- 17.45 End of conference

\* subject to final confirmation

3rd - 4th February 2009, London, UK

# Efficiency in Aviation



## 5 EASY WAYS TO REGISTER

Tel: +44 20 7981 9800  
Fax: +44 20 7593 0071  
Email: [sgrisetti@acius.net](mailto:sgrisetti@acius.net)

Web: <http://www.acius.net>  
Mail: ACI Europe, 5/13 Great Suffolk Street, London, SE1 0NS

## TERMS AND CONDITIONS

### How to Register

Registrations must be received in writing or electronically at our secure web site. Please complete and mail or fax a copy of registration form with a cheque or credit card number. Fee includes program materials, continental breakfast, networking luncheon and refreshments.

### Payment

Payment must be received within five business days of returning the signed contract. After receiving payment a VAT receipt will be issued. If you do not receive a letter outlining details two weeks prior to the event, please contact the Conference Co-ordinator at ACI Europe Ltd.

**Discounts are available for multiple/group bookings. Please call +44 20 7981 9800 for more information**

### Cancellations

Substitutions are welcome up to 24 hours prior to the event. Cancellations must be received in writing no less than 3 weeks prior to the start of the conference; a full credit voucher towards a future ACI conference will be issued. Any cancellation received less than 3 weeks prior to the start of the event shall be deemed to be a breach of this contract by client, and accordingly, no credits will be given. By completing this registration form, the client hereby agrees that in case of dispute or cancellation ACI Europe Ltd will not be able to mitigate its losses for any less than 50% of the total contract value. Cancellations must be received in writing by mail or fax three weeks before the conference. Thereafter the full conference fee is payable. If for any reason ACI Europe Ltd decides to amend, cancel or postpone this conference, the conference fee will not be refunded. Furthermore, ACI Europe Ltd will not be responsible for covering airfare, hotel or other costs incurred by registrants. In the event that ACI Europe Ltd cancel or postpone the event, ACI Europe Ltd reserves the right to transfer this booking to another conference to be held in the following twelve months, or to provide a credit of an equivalent amount to another conference within the following twelve months. The construction, validity and performance of this agreement shall be governed in all respects by the laws of England to the exclusive jurisdiction of whose courts the Parties hereby agree to submit.

### About ACI

ACI, a UK owned company, have been running successful conferences for the last 8 years in the USA. Headquartered in Chicago with offices all around the States, they run forums in varied fields and are market leaders in Healthcare business conferences. Opening their European head office at the end of 2005, they have expanded rapidly and are launching a series of events covering emerging markets, the maritime industry and now the pharmaceutical industry.

### Venue:

London, UK. Details to be confirmed.

The cost of accommodation is not included in the event fee.

Preferential rates will be arranged with or near the event venue, and all confirmed delegates will be given details of how to book accommodation at this rate in due course.

### Prices and Payment Information

Conference (Includes Documentation Packet)  
Documentation Packet

**03-04 February 2009**  
Copies of all conference proceedings

**£1,395 (+ VAT)**  
£395

### Documentation Packet Available

You can purchase the **Efficiency in Aviation** papers at just £395. Simply tick the box on the booking form, send it with payment and your copy will be on its way to you after the meeting. This important manual will be a source of invaluable reference for the future.

### Discounted Registrations

Members and customers of all supporting organisations are entitled to a discount off their conference package.

For more information please call +44 20 7981 2504.

### Supporting Partners:

