



@LAKarenLoftus
Karen Loftus

@simpliflying EXCELLENT presentation! Love the fusion of #socialmedia w/ old school human interaction. Brilliant! #smtravel11 #travel

8 hours ago via web Favorite Retweet Reply

@MariSmith
Mari Smith

@simpliflying Just watched your #SMtravel11 prez. Truly spectacular - you've set a new standard! (& I shed a tear at @KLM's initiatives!)

2 Mar via web Favorite Retweet Reply

In a Nutshell

- ◆ Inspirational **keynotes**
- ◆ Inimitable **panels**
- ◆ Impactful **MasterClasses**
- ◆ Insightful **webinars**
- ◆ Incredible **insights**

Overview

SimpliFlying's keynote speeches on airline branding and customer engagement are packed with highly insightful and engaging content, replete with extraordinary success (and failure) stories from the aviation world.

SimpliFlying's presentations have a creative style (sometimes no slides at all!) that encourages lively interaction and leaves audiences inspired.

The keynotes, MasterClasses, webinars and panels invariably cover new ground for participants (e.g. Social CRM) and they leave ready to abandon existing "tunnel-vision" marketing practices for more effective and efficient brand strategies for their airlines.

Moreover, all of the sessions are peppered with real, eye-opening case-studies from airlines across the world.

Watch videos of SimpliFlying's speaking engagements at SimpliFlying.com/speaking

Speaking Engagements

SimpliFlying has delivered keynotes globally on the following topics:

1. Why Airline CRM = Cult Relationship Management
2. 5.5 ways airlines can drive revenue through social media branding
3. Five critical steps for airlines to sell through Twitter successfully
4. Ten FREE social media tools successful airlines use for online brand engagement
5. How to leverage social media to manage aviation crisis
6. How airlines can drive profitable customer engagement using location based social media tools
7. Calculating ROI from social media for airlines
8. Customer engagement 2.0: Re-mapping the traveler lifecycle and driving profits at each touchpoint
9. Reach Niche Customers Through Social Media Channels and Increase Booking Conversion
10. The future of travel distribution - leveraging on new channels and driving profits

Note | This list is purely representative of the broad range of topics covered by SimpliFlying in its keynotes. If you wish to gain insights on a different topic, please write to speaking@simpliflying.com

PARTNERS IN SUCCESS



Fly higher with SimpliFlying!



About SimpliFlying

SimpliFlying is the leading strategy firm that enables airlines and airports to drive key business goals through superior customer engagement. Headquartered in Singapore, SimpliFlying has offices New York and Toronto, and delivers keynotes, panels MasterClasses and webinars globally.

For more information, visit SimpliFlying.com

Universal Acclaim for SimpliFlying!

"I had the opportunity to see Shashank speak at a conference and was so impressed that I got him to speak at the Points International Conference last year. His presentation was very dynamic, insightful, forward thinking and relevant to our audience. I had numerous people approach me afterwards telling me how much they enjoyed the content. "

Jamie Anderson



"Shashank chaired the eMarketing Track of IATA's Commercial Strategy Symposium 2009. Frankly, Shashank was probably the best thing that could happen to the conference. I recommend Shashank as a great partner to work with."

Marc Heinicke



"Shashank is highly knowledgeable about social media and is readily able to draw upon insightful examples from across the airline industry. He is very passionate and enthusiastic, making a very entertaining and informative speaker"

Gina Baillie



"The presentation I attended by Shashank for the Mercator Customer Forum is by far THE BEST I have attended ever. He mesmerised the audience and although it was an after lunch session we wanted more!

Facts were all that he shared and gave a complete different approach and perspective to the Airline industry, marketing and Social media. Something we could have completely overlooked but was of great importance. "

Nisha Motwani



"I first met Shashank at a workshop in Berlin. Throughout the workshop I observed him as a vibrant, open minded and candid person. He is an observer, a good listener and a great speaker. But most importantly, he has vast knowledge and expertise on aviation which makes him a unique talent in the industry. Shashank made me think differently at aviation and the use of social media for airline brands. Anyone will be moved by his passion to aviation. "

Bulent Keles



"I recommend Shashank to all airlines as a speaker or advisor on any aspect of using social media - an area which offers airlines a great opportunity to develop their business. He knows the business, communicates well and is a great presenter."

Patrick Murphy



Engage Us | To engage us for speaking assignments please write to speaking@simpliflying.com

*In addition to keynotes, panels, MasterClasses and webinars, SimpliFlying University also offers certification courses in collaboration with IATA. Find out more at SimpliFlying.com/University



SimpliFlying

www.SimpliFlying.com