

# Diggintravel Digital Retailing **Academy**



# Diggintravel Digital Retailing Academy

A new digital course designed especially for you, the airline professional. This **5-week, part-time program** will teach you the fundamentals of **digital retailing, digital optimization and digital product development**.

## Why Digital Retailing Academy, and why now?

We are facing the biggest crisis in airline industry history, and innovation is needed more than ever to combat the challenges it brings. To solve these complex problems, you need a modern marketing and digital skillset. Our industry was historically one in which specialization and system-based knowledge ruled, but now, to stay competitive as a professional, you'll need a better understanding of the digital world and how to work successfully in a data-driven and agile environment.

This is not just another massive open online course, but rather a carefully crafted experience where you will be taken on a journey with a small group of airline professionals and mentors who care about your progress.



5 weeks, 8-10h weekly workload



Direct access to experts and dedicated mentors (4 great teachers, each with unique digital background)



Individual feedback from mentors and peers



Learn in a small group (up to 30 people)



Learning by doing model – work on case studies and airline frameworks



Achieve Diggintravel Airline Digital Retailing certification

# Learning should be an experience, not another webinar

**Designed by airline  
pros for airline pros:**

*based on airline digital best  
practices, 5 years of research  
and 30 years' combined  
experience working in the  
airline industry*

How many online videos and webinars have you watched in the past six months? Probably a lot.

Now think for a second about what you really learned. Not much, right?

The current online learning model where you watch videos or webinars is broken. It's made for the masses, it's one-size-fits-all, and people are alone in the learning process. Videos are great for getting information and new ideas, but not for learning.

Without engagement and support, it's really difficult to learn new things. We want to change that and make learning the experience that it's supposed to be.

In our Digital Academy, airline professionals will learn in a micro-community environment, in a small group of 30 people. You will have the support of mentors who will check on your progress, help you with assignments, provide feedback, and make sure you get the most out of this training.

In addition to mentor feedback, because of the small groups, you'll be able to truly engage with your peers. Our micro-community environment will not only enable you to learn the fundamentals of digital retailing, but you'll also be able to select topics where you want to go beyond fundamentals and take a deep dive with a small workgroup of 5 to 8 peers and your mentors.

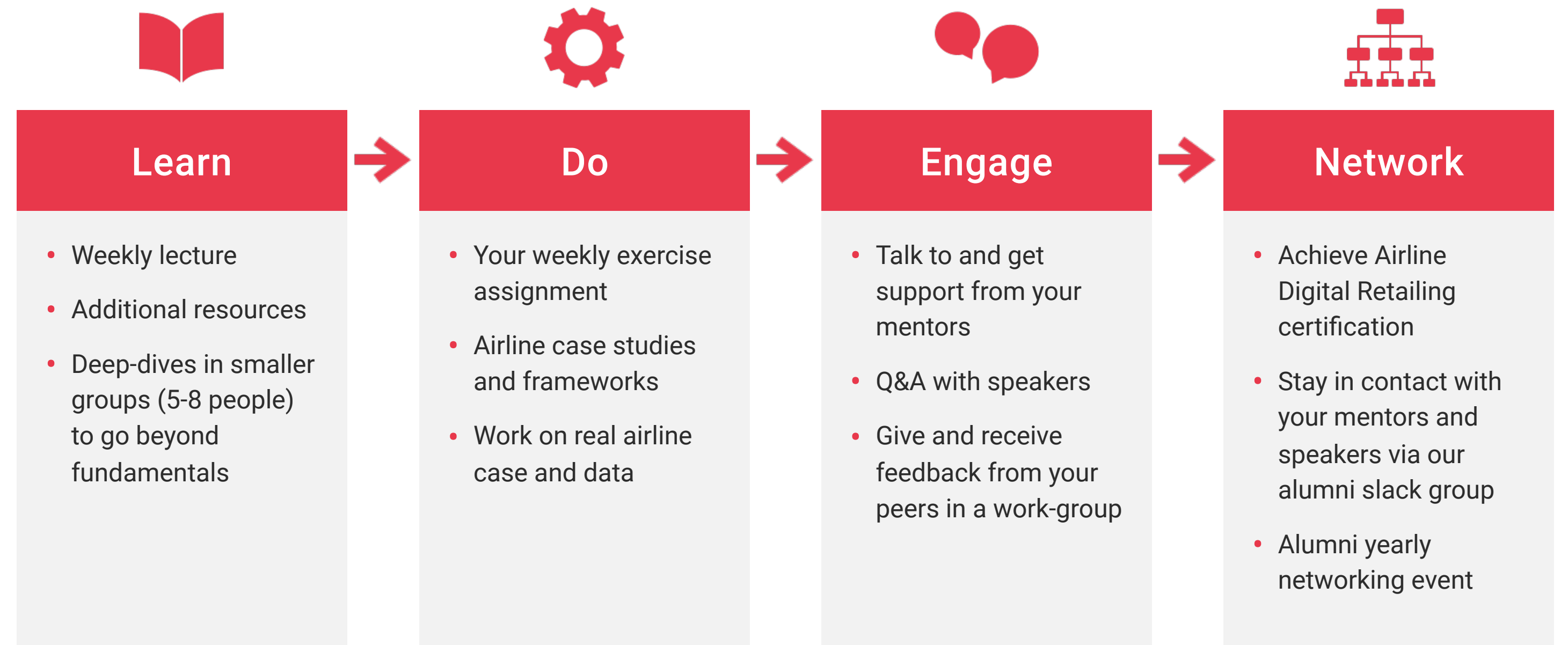
# Learning by doing model

*“I hear, I forget. I see, I remember. I do, I understand.”* – Chinese proverb

Let’s be real: the current one-way, self-serve online learning webinar model is broken.

Merely consuming information is not enough. We learn best when we apply knowledge, solve hard challenges, engage in discussions, and reflect upon our work.

We’ve tried to build this philosophy into the Digital Academy learning approach, which covers the entire process from learning to reflecting.



# Curriculum highlights - Fundamentals (All participants):

## Module 1 (week1)

### The Future of Airline Digital Retailing

Learn where the airline industry is going with digital product and the ancillary model:

- What does the airline marketer of the future look like?
- The future of airline retailing
- Airline digital growth formula (3 ways to grow)
- Agile digital optimization framework

Instructor: Iztok Franko (Diggintravel)

## Module 2 (week2)

### Fundamentals of Airline Digital Optimization

Learn how to increase your conversion rates and optimize your digital experience:

- Why do the data-driven approach and digital optimization really matter?
- Airline digital optimization maturity model and airline industry benchmarks
- Fundamentals of the agile digital optimization process

Instructor: Iztok Franko (Diggintravel)

## Module 3 (week3)

### Leverage Your DATA: Agile Analytics & Visualization

Learn how to get value out of your data and find actionable insights:

- Analytics fundamentals and key concepts (visualization, KPIs, segmentation)
- Airline Booking Funnel KPI Framework
- Agile analytics & business intelligence
- Artificial intelligence applications in airline digital retailing

Instructor: Boštjan Kožuh (Diggintravel)

## Module 4 (week4)

### Understand Your USERS: Agile User and UX Research

Learn how to understand your users and do agile use research:

- User research fundamentals
- UX research for agile teams
- Airline booking funnel & ancillary research framework

Instructor: Amanda Stockwell  
(UX lecturer on LinkedIn learning)

## Module 5 (week5)

### Solve Your Customers' Problems: Agile Digital Product Development & Innovation

Put it all together! Learn how to build airline digital products of the future:

- Product and UX development fundamentals
- Agile product development
- Generating ideas for airline digital products of the future

Instructor: Mike Slone (PROS)

# Deep dives

In addition to fundamentals, we'll provide deep dives in smaller workgroups based on your preferences and interests. Here are some of the deep-dive topics we'll cover:

- Personalization (data, frameworks, tools, application scenarios)
- Bundling and unbundling (post-booking frameworks)
- Application of AI/ML for ancillary products and recommendations
- Conversion rate optimization (CRO)
- A/B testing & experimentation
- Customer journey mapping
- Integration of revenue management, digital marketing and ecommerce

# Learn from and build relationships with great experts

## Mentors & Speakers:



**Iztok Franko** is passionate about digital marketing and ecommerce. He has more than 10 years of experience as a CMO and CIO in airline, travel and multinational companies. He conducts yearly airline digital research and benchmarks.

Areas of expertise: ecommerce, digital marketing, conversion optimization, digital analytics, airline ancillary revenue



**Boštjan Kožuh** helps companies connect business with technology, uncover insights locked within their data, and compete on analytics. He is an expert in visualization, analytics and big data. In addition to his business Masters degree, he completed a data and machine learning certification at Harvard Business School and MIT - Massachusetts Institute of Technology.

Areas of expertise: analytics, visualization, business intelligence, machine learning and artificial intelligence

## Speakers:



**Amanda Stockwell** has been doing user experience research and design since 2008. She has worked with Fortune 100's, start-ups, and nearly everywhere in-between, providing everything from interaction design to market research. She is one of the most popular UX and user research instructors on LinkedIn Learning.

Areas of expertise: UX, user research, agile teams, Lean Experimentation



**Mike Slone** is VP, Principal- Travel Retail at PROS. He has been working in the digital space for 20+ years and has a deep passion for human centered design, experience research and innovation in the travel industry.

Areas of expertise: UX, product development, airline booking engine development, digital innovation

## Other contributors:

**Richard Hammond**, CEO at Uncrowd and the leading global expert on friction versus reward; author of books *Friction/Reward* and *Smart Retail*

**Ravi Shankar**, Global Head of Digital Marketing & Analytics at AirAsia.

**Rui Pereira**, Head of Product Design at eDreams Odigeo; former Head of UX Research at Ryanair

**Stefan Thomke**, Harvard Business School Professor, author of the book "Experimentation Works" and authority on experimentation and innovation.

**Tomi Maaniemi**, Principal, Travel Division at PROS; former Head of Ecommerce at Finnair

Insights and case studies from companies like **Ryanair, AirAsia, Virgin Atlantic, Wizz Air, Airbnb, Booking.com, Skyscanner, Google and others.**

# What will I get once I complete this Academy program?

- ✓ Digital skills for the future
- ✓ End-to-end understanding of the airline digital process (evolve from a functional expert to a business expert)
- ✓ Diggintravel Digital Retailing Certificate
- ✓ Airline examples, case studies, best practices
- ✓ Airline digital frameworks that you'll be able to use and apply in your everyday work
- ✓ 3 top-selling books from the world's best digital leaders
- ✓ Lifetime access to our Academy Alumni community (build relationships and engage with your peers)





# Great Partner. An Academy Powered by

**If you don't already know us, PROS helps airlines become better digital retailers.**

How? PROS' AI-powered commerce platform enables airlines to dynamically price and personalize offers while optimizing the digital shopping and booking experience for travelers leveraging smart UI.

[Here's a sneak peek at the power of PROS Retail for airlines.](#)

With a legacy of over 30 years in the airline industry, PROS supports carriers on their journey to digital commerce. PROS airline customers benefit from decades of **data science expertise** infused into our industry solutions. Airlines using PROS' ecommerce solutions have **increased online revenue by up to 10%, mobile conversion by 500% and stopover conversion by 1000%**. Imagine what we can do for you.

[Explore more retail insights](#)

[See PROS in Action](#)

**Why launch the Diggintravel Digital Retailing Academy powered by PROS?**

Both PROS and Diggintravel have a mission to transform airline digital commerce for the better. Together we bring a strong focus on customer experience and agile digital retailing as well as deep knowledge of how airlines create, distribute and deliver their products to travelers. This expertise is bundled together to deliver the Airline Digital Retailing Academy to you, the airline professional.

PROS aims to give back to the airline community by providing access to critical knowledge, expertise and airline success stories. We want to promote the recovery and sustainability of the industry we love by supporting airlines through a scholarship program. PROS will be awarding scholarships to selected applicants to attend the Academy free of charge.

If you're interested in learning more, [please contact PROS.](#)

# Who is this Academy for?

Our Academy is designed for everybody that wants to understand how airline digital retailing works and how the airline digital user experience and digital products are built. We'll start with the fundamentals of each topic, so no prerequisite knowledge is needed.

The Academy is extremely relevant for all **digital product, ecommerce and digital marketing people**. Being creative with ads and great at targeting is not enough anymore. The best digital campaigns offer a great digital experience from the first click on the ad to the booking funnel and post booking. This training will provide you with an overview of all key elements of building a great end-to-end digital experience, which is essential for a successful digital marketing campaign and effective digital retailing.

Our course is also very relevant for all **ancillary and revenue management professionals**. Marketing is all about the 5 Ps: product, price, promotion, placement and people. Revenue management historically has been all about the price, but ecommerce, unbundling and ancillary revenue changed that. As a revenue manager or ancillary manager, you cannot look at the price or product in a silo anymore; you need to understand how digital retailing works and how digital products are really built. And this training will give you the fundamentals of this process.

# Why is this for me?

## Ecommerce professionals

This training will address your needs on two levels. Tactically, you will learn how to increase your e-commerce site conversion rates. By increasing conversion rates, you can increase your bookings and decrease customer acquisition costs, which opens up new digital marketing opportunities.

On a strategic level, this training will help you build better digital experiences and understand the process of good, agile UX development. When you complete our training you'll be much more confident talking to product development, UX designers and developers.

## Product development & developers

We'll cover all key elements of product development in this course, so this course is tailor-made for you. Even if you're already familiar with some parts of the process, the course will provide you with an end-to-end overview combined with airline specific best practices. You will also learn about how to do product development in an agile environment.

Further more, we'll teach you how product development fits together with digital optimization, which will help you understand the business impact of conversion optimization. This will enable you to be even better at explaining the business impact of your work to your management and peers.

## Digital marketing pros

In your role as a digital marketer, you're probably focused on customer acquisition. This course will teach you how to increase the effectiveness of your campaigns by understanding your data and applying the conversion optimization process.

Being creative with ads and great at targeting is not enough anymore; the best digital campaigns offer a great digital experience from the first click on the ad to the booking funnel and post booking. The training will also provide you an overview of all key elements of building a great end-to-end digital experience which is essential for a successful digital marketing campaign.

## UX researchers & designers

The best UX designers not only make great designs they also understand the business aspect and impact. This training will help you understand how UX research and design fit into the overall process of e-commerce and airline retailing. In Modules 4 and 5, we'll show you the fundamentals of UX and user research and UX design, both supported by airline cases studies and best practices. In our other modules you'll see how the whole digital optimization process works and how, you in your role as a UX professional, can make a difference. We built all our modules on modern agile and data-driven concepts to help you work better in an agile product development environment.

## Ancillary revenue professionals

Digital retailing is all about how to grow your ancillary revenue. In Module 1 we'll provide you with a strategic ancillary outlook and show you why digital products are essential for your success. Then we'll take you through of how digital products are optimized and built and how this process will boost your product innovation.

After this training you'll be much better equipped to talk to your digital, ecommerce and development colleagues, which will help you optimize existing ancillary revenue flows and build new ones.

## Revenue management and pricing

Marketing is all about the 5 Ps: product, price, promotion, placement and people. Revenue management historically has been all about the price, but e-commerce, unbundling and ancillary revenue changed that. As a revenue management professional you can not look at the price in a silo anymore, you need to understand how digital retailing works.

This training will show you where airline digital retailing is going in the future and how the process of optimizing and building digital products works. After completing this training you'll see how the process of optimization and testing can help you learn about your customers and how to embed pricing into your overall retailing flow.

# Why us? How are we different?

There are two reasons why this Academy is unique. First, the current online learning model of simply watching videos or webinars is broken. It's made for the masses, it's one-size-fits-all, and people are alone in the learning process. Without engagement and support, it's really difficult to learn new things. We want to change that and make learning the experience that it's supposed to be.

**In our Academy, airline professionals will learn in a micro-community environment, in a small group of no more than 30 people. You will have the support of mentors who will check on your progress, help you with assignments, provide feedback and make sure you get the most out of this training.** In addition to the mentor feedback, you will be able to truly engage with your peers via the small groups. Our micro-community environment will not only enable you to learn the fundamentals of digital retailing, but you'll also be able to select topics where you want to go beyond fundamentals and take a deep dive with a small workgroup of 5 to 8 peers and your mentors.

The second reason this Academy is unique is that it is **the only airline industry digital training; tailor-made for airline professionals.** It was built on airline industry best practices and research, by people with more than 30 years' experience working in the airline industry.

We really have a great team: two mentors and four lecturers, each with a unique digital background and skillset. Plus, we'll bring you additional insights from global digital leaders outside of our industry to complement our lectures.

# What will my commitment be?

Your mentors will be fully, 100% committed to supporting you throughout the program; however, we expect the same commitment from you.

**Your expected weekly engagement will be approximately 6-8 hours per week throughout the 5 weeks of training.**

This means listening to the lessons, reading the additional resources and materials, and working with your peers on your assignments. For those who want to explore further and really expand their knowledge base, we'll provide additional deep-dive materials on certain topics based on your interests and preferences.

# How will my weekly schedule look like?

The course will last 5 weeks, starting on October 19th. During the 5 weeks, we'll go over 5 modules.

Within each of the 5 weeks your typical schedule would be:

- **Monday:** the Lesson materials (lecture videos, additional materials) would be published
- **Tuesday:** your weekly assignment would be published
- **Friday:** Group Q&A live-call with Mentors or Lecturers (2 options to cover different time zones)
- **Sunday:** deadline to submit your weekly exercise
- **Monday / Tuesday:** you'll receive your individual feedback from your mentors for your weekly assignment. In addition you'll be asked to provide feedback to up to 3 peers for their assignment, and receive feedback from 3 peers as well.

During the whole week you'll also have access to our engagement platform (Slack), where you'll be able to chat 1-on-1 with mentors, or engage in group discussions with mentors and peers.

We'll also publish special discussion topics and engage with people in small groups for the deep-dive topics (optional Q&As for deep-dives as well). So, **most of the things you'll be able to do on your own pace and timeline** within a week.

# Are there any prerequisites?

## **Knowledge & experience:**

We'll start with the fundamentals of each topic, so no prerequisite knowledge is needed.

However, we will provide additional insights with deep dives to go beyond the fundamentals for those of you who want to learn more about a given topic.

## **Tools:**

We use Slack for community and communication and Zoom for video conferencing.

We will distribute the course content by giving you access to a private Google Drive folder.

None of our tools require additional investment from students.

# Is this basic / intermediate or advanced training?

It's a unique mix of both: **understanding the fundamentals** (for all participants) and **additional deep dives** where you'll be able to learn and discuss more advanced concepts (optional, based on student's preference).

To understand the end-to-end digital retailing process and how to build and optimize digital solutions, you'll need to have a good grasp on several areas (covered by our 5 modules).

We'll provide the fundamentals for all 5 modules, so for this part of the training you don't need prerequisite knowledge and the training may be considered basic / intermediate.

However, we understand some of you already have experience and know-how in some of these areas and you'll want to learn more. This is why we've designed the deep dives, where you'll be able to go beyond the fundamentals and learn about more advanced principles in a small group (5-8 people) with your mentors. To tackle these advanced concepts, we'll provide you with additional resources and case studies and you'll be able to engage with mentors and lecturers.



# How does the application process work?

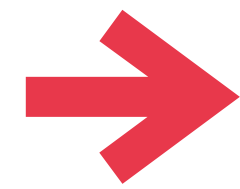
Because of the small, micro-community environment, spots in our Airline Digital Retailing Academy are limited. This is why we want to make sure each person who joins our Academy is motivated and committed.

To indicate your interest in registering for the Academy, please fill out the registration form. Then our mentors will reach out to you and schedule an application call. On the call, we'll explain everything about the Academy to you and learn about you, your preferences and your motivation to join the Academy.

After the call, you'll receive an invoice, and once the invoice has been paid, your spot in the Academy will be confirmed.

**2.500 EUR tuition fee (Early bird: 1.990 EUR until September 10th)**

Next Digintravel Academy starts on October 19th, 2020



**Apply now!**

**[digintravel.com/academy](https://digintravel.com/academy)**

# Diggintravel Digital Retailing Academy

*Management Info*

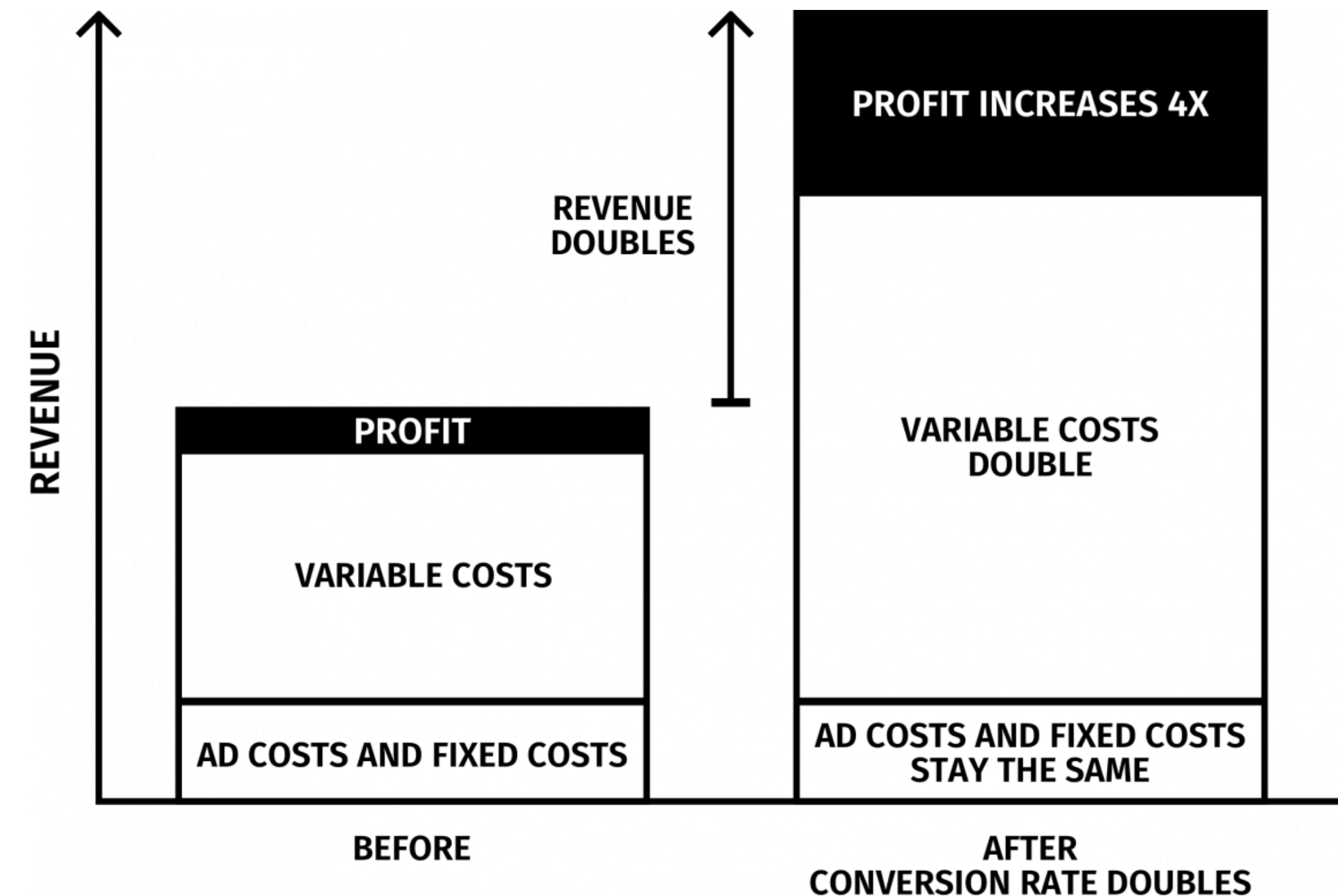


# Airlines will need to **do more with less**

Short term COVID-19 will bring smaller airlines, smaller marketing and digital teams, smaller marketing budgets. Which means airlines will need to do more with less.

Digital optimization (conversion optimization) is the key area that airlines should invest in, as **by increasing your conversion rate you get more customers with the same advertising budget.**

Your profit is even more sensitive to your conversion than your revenue is. Basically, when you double your conversion rate, not all of your costs double.



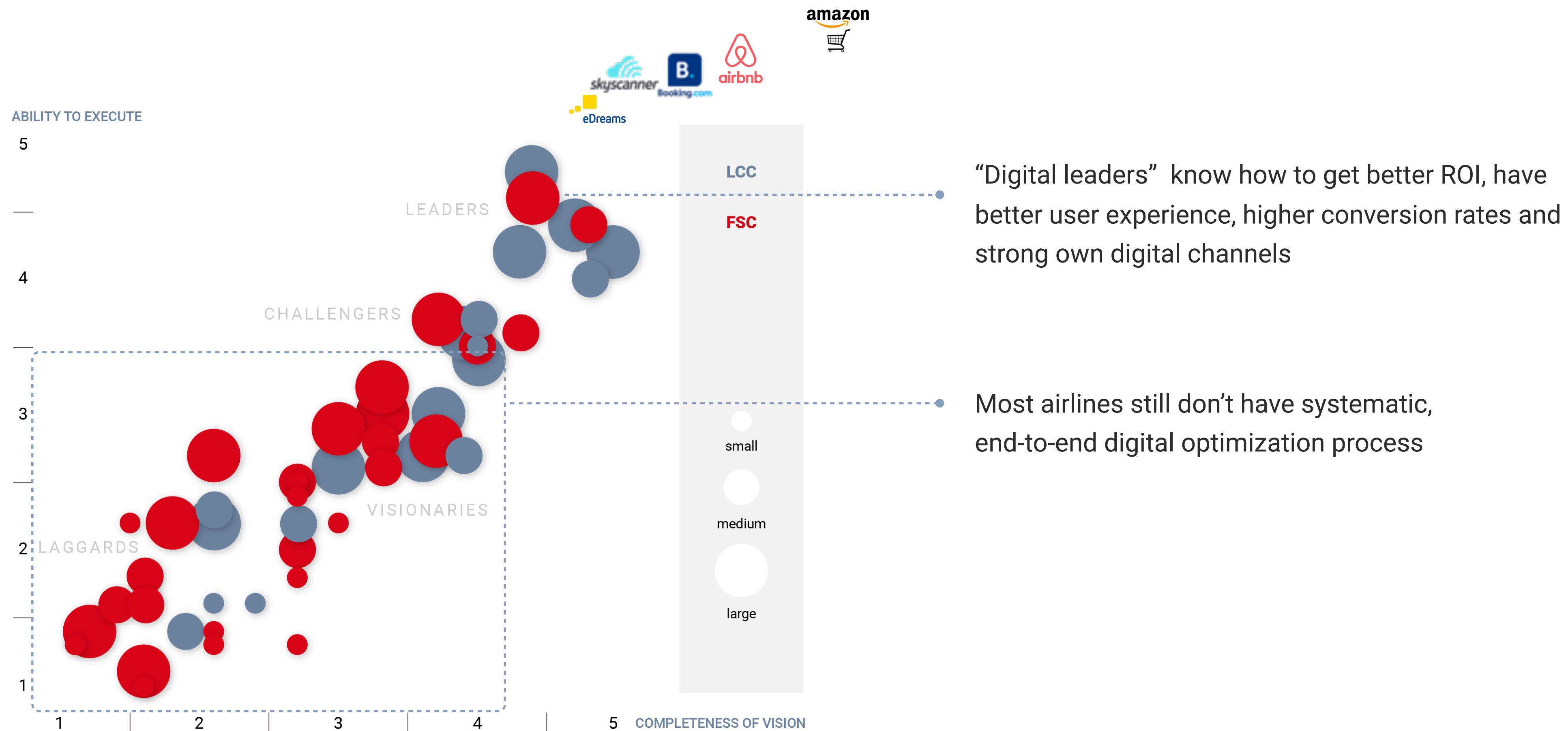
Source: Dr. Karl Blanks, Making Websites Win

# Airlines will need to **go all-in on Digital**

“COVID-19 was the digital accelerant of the decade and **has accelerated companies’ digital transformation efforts by a global average of 6 years.**”

– Twilio Covid-19 digital engagement report

# However there is **digital debt and gap** for many



Source: Diggintravel 2020 Airline Digital Optimization Survey and Research

# COVID-19 also brings some **digital opportunities**

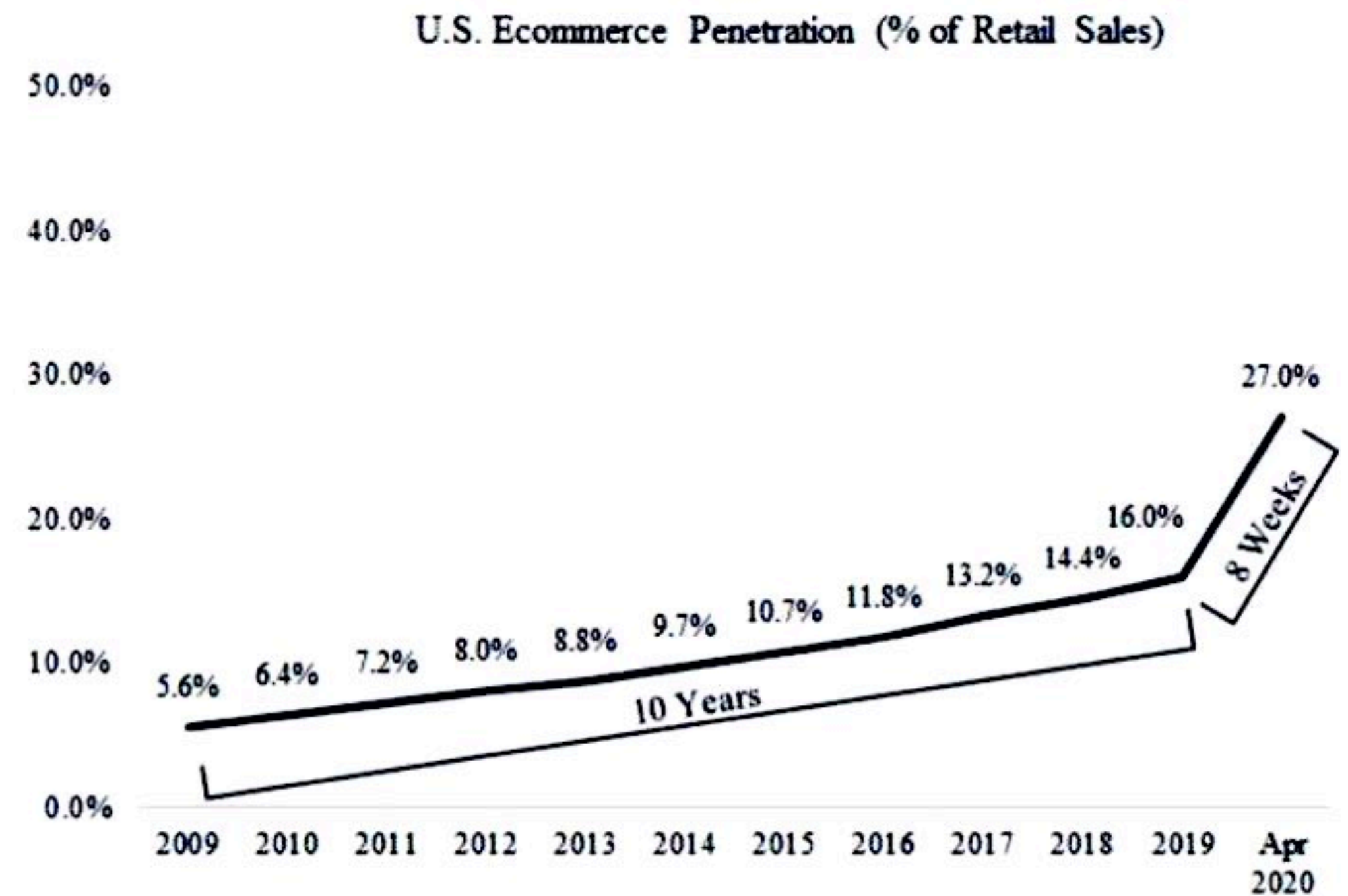
COVID-19 changed consumer behaviour and accelerated digital adoption.

New first time digital **customer segments** (elderly, undeveloped markets) and **scenarios** (digital food, grocery ordering & delivery)

People want touch-less, friction-less digital experience

## **Opportunities** for airlines to accelerate their digital initiatives:

- Increase the share of own direct (web & mobile) sales
- Increase the adoption of other digital scenarios (web check-in, self baggage drop) and save on cost by automation
- Increase ancillary revenue by increasing direct sales (direct access to customers) and digital upselling, cross-selling and digital merchandising
- Generate new ancillary revenue streams by new digital products
- Speed up digital innovation



Source: Bank of America, U.S. Department of Commerce, ShawSpring Research

# Digital Academy covers all **most important areas**

Airline Digital Academy will cover all **10 most important areas** identified by global marketing professionals

Figure 3: Which areas are most important for your organisation over the next two years? Select up to three



Source: Econsultancy The Future of Marketing (2020 Report)

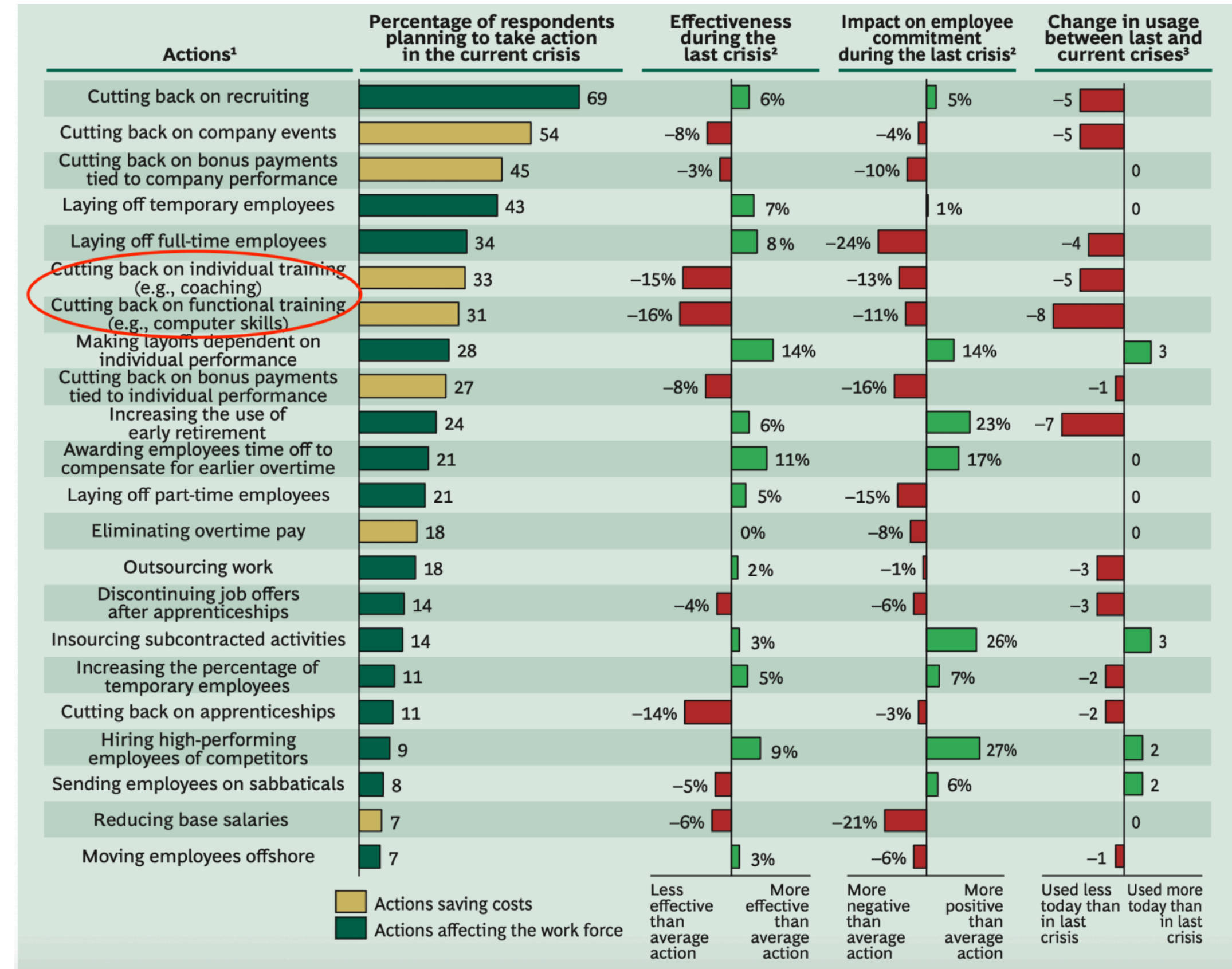


# Failing to invest in change and development **failed** us in the past crisis!

BCG's survey and research show that cutting back on training was the least effective action taken during the 2008-09 financial crisis!

"In the survey, respondents said that these two types of cuts not only were the two least effective actions in the last recession but also had a relatively negative impact on employee commitment.

While training may be an easy item in the HR budget to cut, it is frequently the wrong one. Training, after all, prepares companies for the future."



Source: BCS – Boston Consulting Group

# Airline Digital Academy is a unique platform that costs same as a typical IATA training, **but brings much higher value**

The only airline training program designed by airline pros for airline pros based on 5 years of research and more than 100 surveyed airlines

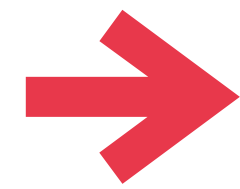
- ✓ Modern digital skills, curriculum
- ✓ Hand's on work and exercises
- ✓ 4 great digital expert lecturers, all each with unique background
- ✓ Unique peer-to-peer platform that will support your digital experts and stimulate your innovation even after the training is done

*"If you increase your conversion rate by 10% based on the insights from the Academy - a mid-sized airline will **cover the cost of the training in 1 day.**" \**

\*10-15% is a typical first increase companies see by adopting a systematic conversion rate optimization process

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