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Management Forum

The Leading Note: Dr David Bryon with 'Blue-Sky Thinking: Maximise Revenue, Low-Cost Airline Style'

16 October 2025

Learn revolutionary low-cost airline revenue strategies from ex-bmibaby MD, Dr David Bryon. Discover dynamic pricing and ancillary streams for any business.



Format:
Live online



CPD:
1 hours for your records



Certificate of
completion

Overview

In this inspiring and informative presentation, Dr David Bryon will share his knowledge from the low-cost airline industry, discussing how companies like bmibaby (of whom Bryon was the Managing Director), Ryanair and easyJet revolutionised revenue streams. He will give insights into how these initiatives now used throughout the airline industry can be applied to other sectors, helping to maximise revenue for any business. All that is required is an understanding of the different revenue models and more importantly, the ability to think outside of the box.

Low-cost airlines have transformed the aviation industry through a wide range of revenue-generating and cost-reducing initiatives. The most visible change to the consumer is the unbundling of packages to clearly show the flight component and the ancillary products and services which can be added for an incremental cost.

The management of the flight component has also changed significantly, with all inventory now controlled by the airline and controlled by complex dynamic pricing models to maximise the total revenue for each flight by constantly evaluating supply vs demand.

The use of dynamic pricing is widely used in other sectors too, primarily where there is a finite product with a definable 'shelf-life' such as hotel rooms and concert tickets. But there are also opportunities to integrate some of these benefits into other sectors.

Key topics in this exciting talk include:

- Dynamic pricing models
- Supply vs. demand
- Cost-reducing initiatives
- Innovative ancillary revenue streams

Benefits of attending

- **Gain** insight into low-cost airline business models by someone who was a major stakeholder in the industry
- **Explore** cost reduction and innovative revenue streams, including ancillary revenue ideas
- **Understand** dynamic pricing strategies and how they can be applied across all industries
- **Learn** how to manage your inventory effectively by monitoring supply vs. demand
- **Develop** a deeper understanding of data-driven decision-making in high-volume, competitive markets

Who should attend?

- Business professionals seeking to explore innovative, future-facing pricing models
- Commercial strategists looking to challenge conventional thinking and develop disruptive strategies
- Product and operations managers interested in reimagining value creation and customer experience through pricing and packaging innovation
- Hospitality, events, and leisure industry professionals wanting to apply cutting-edge commercial thinking to a time-sensitive inventory
- Entrepreneurs and start-up founders eager to build scalable, creative business models with bold commercial strategies
- Innovators, forward-thinkers and anyone keen to apply blue-sky thinking to real-world pricing and revenue challenges

Presenter



David Bryon

Dr David Bryon is an established keynote speaker and conference presenter with an impressive business background. Most notably, David was part of the senior management team that setup and ran the low-cost airline bmibaby in the early 2000's. He served as both Commercial Director and then Managing Director, overseeing the growth of the airline to an annual turnover in excess of £200m carrying over 4.5m passengers. The airline was sold in 2012 to IAG (British Airways), along with the other divisions of the BMI Group.

David has subsequently been involved with other commercial projects and also works as a consultant supporting businesses on a range of areas including revenue management, ancillary revenue opportunities, and customer service performance. He also works as a business speaker, after-dinner speaker, and conference chair. He is represented by all the leading speaker agencies and has an impressive client list including ACCA, Accenture, Barclays Bank, BP, Sun Microsystems, Chevron, The Football Association, Deutsche Bank, Robert Walters, Highways England, United Technologies (Otis and Chubb), and BT.

David has a degree and PhD in Earth Sciences from the University of Liverpool. He is based in Burton on Trent and is a Fellow of Burton & South Derbyshire College.

Course date

16 October 2025

Live online

12:00-13:00 **UK (London)** (UTC+01)

Course code 16728

How to book



Online:

ipi.academy/3304

Alternatively contact us to book, or if you have any queries:



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info@ipiacademy.com



Phone:

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Further information

Fee

The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

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