



Essentials of Hangar Subleasing: From Risk to Revenue

Preliminary Agenda

Tuesday, May 16, 2017

7:30 am to 8:00 am	Continental Breakfast
8:00 am to 12:00 pm	Session 1: Introduction to Hangar Subleasing Participants will define various hangar tenant types (sublessees), wants and needs associated with subleasing, and defining and categorizing their FBO's subleasing business rules.
	Session 2: Understanding Legal Concepts Participants will be introduced to various legal concepts in subleasing, and the Top 5 defining attributes of a sublease agreement.
12:00 pm – 1:00 pm	Lunch
1:00 pm – 5:15 pm	Session 3: Sublease Construction, Market Positioning Participants will be introduced to various sublease types, sublease portfolio management, and defining their FBO's place in the market.
	Session 4: Effective Pricing and Growing Hangar Revenue Participants will learn effective pricing of hangar space, and learn to grow hangar revenue through dynamic pricing mechanism and alternative revenue strategies.
6:00 pm to 8:00 pm	Reception and Dinner

Wednesday, May 17, 2017

7:30 am – 8:00 am

Continental Breakfast

8:00 am – 12:00 pm

Session 5: Customer Prospecting

Participants will learn proven techniques to attract potential hangar tenants to their FBO, plus how to identify decision makers from decision influencers – both inside and outside the hangar tenant's organization.

Session 6: Negotiating Workshop, GAP Analysis of your Sublease Portfolio and Incorporating Best Practices

Building upon all sessions, participants will learn the techniques associated with sublease negotiation, how to prepare existing tenants for new agreements, and how to conduct a GAP analysis of their FBO's real estate portfolio.

Participants will leave with a step-by-step plan on how to incorporate workshop lessons into concrete subleasing practices.

12:00 – 1:00

Closing Lunch and Q&A

This optional working lunch, available to all participants, provides an informal venue for in-depth Q&A.