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**"International Forum on Airline Quality"
conference registration booklet, 1992**

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INTERNATIONAL FORUM
ON AIRLINE QUALITY



MARCH 6, 1992
HOTEL WASHINGTON
WASHINGTON, D.C.

Dear Airline Quality Colleague:

I would like to extend to you a personal invitation to participate in the forthcoming conference, "International Forum on Airline Quality." This gathering on March 6, 1992, in Washington, D.C. will provide a chance for discussion of current issues surrounding airline quality. All persons in attendance will be awarded an opportunity to submit written comments for publication. Furthermore, participants will have access to national media correspondents invited to cover the second annual release of the Airline Quality Rating.

Speakers and participants will include individuals with expertise similar to yours, airline industry representatives, government officials, airline association leaders, scholars, and other key airline quality experts. Please forward copies of this invitation to others whom you believe qualified both within and outside your organization.

I sincerely hope that you will consider this as an opportunity to make a significant contribution to this issue of vital concern. For additional information concerning the conference, please call 1-800-323-4994 or 316-688-1122 and inquire about the "International Forum on Airline Quality." If I may be of personal assistance, please do not hesitate to contact me.

Sincerely,

Brent D. Bowen

*Brent D. Bowen
Director, Aviation Management
W. Frank Barton School of Business and the
National Institute for Aviation Research
The Wichita State University*

INTERNATIONAL FORUM ON AIRLINE QUALITY

Tentative Discussion Topics:

- Changing Demographics and Attitudes of the Air Traveler That Impact Quality
- Current Status of Quality in the Airline Industry
- Effects of International Competition on Airline Quality
- Re-regulation and the Implications for Quality
- Importance of Quality for Competitive Advantage
- Quality Implications Regarding Pricing, Reservation Systems, and Route Structures
- Other Related Airline Quality Issues

WHO SHOULD ATTEND

- All persons interested in the continued improvement of world-wide airline quality
- Those who want to develop a network among other world leaders in airline quality

NATIONAL INSTITUTE FOR AVIATION RESEARCH

The National Institute for Aviation Research at The Wichita State University integrates higher education, government, and business in cooperative efforts to advance the nation's aviation industry. Supported by these interests, the institute conducts research and transfers technology and education through service programs to meet aviation industry challenges. International competitiveness and safety are among the areas addressed by this organization.

The location of WSU's National Institute for Aviation Research—in Wichita, the "Air Capital of the World"—is an appropriate and cost-effective way to

address the research and training needs of the aviation industry. Both the University and the Wichita community have distinguished histories in and a continuing commitment to aviation research as well as to the development and transfer of new technologies.

The institute has developed considerable momentum in obtaining industry and government support. Principal government support includes grants from the Department of Defense, the Department of Education, the Federal Aviation Administration, and the National Aeronautics and Space Administration.

REGISTRATION

Fee: \$115 before December 31, 1991; \$155 until February 3, 1992. Registration after February 3, 1992 cannot be guaranteed due to facility requirements. On-site registration will not be available. A cancellation fee of \$50 will be applied through February 3, 1992. Refunds are not available after February 3, 1992.

Mail or fax registration form to:
International Forum on Airline Quality
c/o Enterprise Travel
2400 N. Woodlawn, Suite 211
Wichita, Kansas 67220
Fax: 316-688-1132

Register by phone at 1-800-323-4994 or
316-688-1122

REGISTRATION FORM

INTERNATIONAL FORUM ON AIRLINE QUALITY

Name _____

Organization name _____

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City _____ State _____ Zip _____

Business phone () _____ Home phone () _____

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Pay by check Visa MasterCard American Express

Card number _____ Expiration date _____

Signature _____



INTERNATIONAL FORUM ON AIRLINE QUALITY

Conference Details

- **Place:** Hotel Washington, Washington, D.C., March 6, 1992.
- **Fee:** \$115 (before December 31, 1991) per person includes luncheon, refreshments, proceedings, pre-registrant list, and other supplemental materials.
- **Accommodations:** The conference hotel is the Hotel Washington, located one block from the White House, with views of the Washington Monument, White House, Capitol Mall, and National Airport.
- **Conference Rates:** Discounted conference rates are available. Call 1-800-323-4994 or 316-688-1122 for reservations.
- **Travel Discount:** Discounts for hotel, airline, and optional tour packages are available. Call 1-800-323-4994 or 316-688-1122 for arrangements.

Call for Written Comments

All participants are invited to submit a one-page summary of comments for inclusion in the conference proceedings, *Airline Quality Issues 1992*. For information on submitting comments call 1-800-323-4994 or 316-688-1122 to request a submission guidelines packet.

Host Organizations

The National Institute for Aviation Research and the W. Frank Barton School of Business at The Wichita State University are pleased to host the conference. Conference arrangements by Enterprise Travel of Wichita, Kansas.



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