Airline Commercial Partnerships Course: Codeshare, Interline, Alliances and Joint Ventures

5 – 9 September 2027
Dammam - Eastern Province five-star



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Introduction:

Airline commercial partnerships, covering codeshare, interline, alliances and joint ventures, is a 1-week course for alliance, partnership, commercial planning and partner revenue accounting teams that ends with a Partner Connectivity Plan for a case carrier. Growing carriers often sign interline and codeshare deals without a clear prorate position, a codeshare model matched to the route or a way to measure what each partner contributes, so connecting revenue leaks to the other side. Nominees already negotiate or administer partner agreements and work through case studies built on partner contracts. CoreConcept Training Center delivers this airline partnerships course.

Course Objectives:

- Classify partner relationships on the ladder from unilateral interline through codeshare and alliance membership to a metal-neutral joint venture
- Negotiate interline and special prorate agreement terms and calculate each carrier's share of a through fare with mileage prorate
- Select block space, free flow or capped free flow codeshare models for a route and set booking class mapping and settlement terms
- Assess the commercial case, onboarding effort and loyalty reciprocity involved in joining an airline alliance
- Evaluate a metal-neutral joint venture revenue pool and the competition-law clearance it needs before capacity and pricing are coordinated
- Build a Partner Connectivity Plan that sets partner priorities, agreement types, performance indicators and review points for a case carrier

Target Audience:

- Alliance and partnership managers responsible for negotiating and renewing interline, codeshare and alliance agreements
- Commercial planning managers responsible for deciding which connections the carrier serves through partners rather than its own aircraft
- Partner revenue accounting managers responsible for prorate calculations, interline billing and settlement disputes
- Sales and distribution managers responsible for selling partner flights under the carrier's code and handling partner fares
- Loyalty programme managers responsible for reciprocal earn and burn arrangements with partner airlines

Course Outline:

Day 1: Airline Partnership Landscape and Connectivity Drivers

- Partnership Ladder From Interline to Metal-Neutral Joint Venture
- Operating Carrier and Marketing Carrier Roles on Shared Flights
- Connectivity Gap Analysis for Behind and Beyond Markets
- Partner Revenue Contribution Baseline From Settlement Data
- Current Partner Portfolio Map and Agreement Inventory Review

Day 2: Interline Agreements, Prorate Rules and Revenue Settlement

- Unilateral and Bilateral Interline Agreement Structure Comparison
- Plating Carrier Role in Fare Collection and Validation
- Straight-Rate Mileage Prorate Calculation for Through Fares
- Special Prorate Agreement Fixed Amount and Percentage Terms
- Clearing House Billing Cycle and Interline Rejection Handling

Day 3: Codeshare Models, Commercial Terms and Partner Selling

- Block Space Codeshare Seat Allotment Purchase and Pricing
- Free Flow and Capped Free Flow Codeshare Inventory Rules
- Booking Class Mapping Table Between Marketing and Operating Partners
- Codeshare Agreement Clause Checklist for Liability and Service Standards
- Through Check-In, Baggage and Transfer Experience Requirements for Partners

Day 4: Alliance Membership, Joint Ventures and Competition-Law Risk

- Alliance Membership Business Case and Onboarding Requirements
- Reciprocal Frequent Flyer Earn and Burn Arrangements
- Metal-Neutral Joint Venture Revenue Pool and Sharing Formula
- Antitrust Immunity Application and Competition-Law Remedy Scenarios
- Partner Performance Scorecard With Connecting Revenue Indicators

Day 5: Case Study Work on the Partner Connectivity Plan

- Case Carrier Connectivity Gap and Partner Shortlist Review
- Case Interline and Special Prorate Offer Negotiation
- Case Codeshare Model Choice and Booking Class Mapping
- Case Alliance Versus Joint Venture Option Appraisal
- Partner Connectivity Plan Completion and Executive Panel Defence

Skills You Will Gain:

- Partner Portfolio Analysis
- Prorate Calculation
- Special Prorate Negotiation
- Codeshare Model Selection
- Interline Billing Reconciliation
- Alliance Business Case Appraisal
- Joint Venture Revenue Pooling
- Partner Performance Measurement

Why Attend This Course:

- Deliver a Partner Connectivity Plan for a case carrier to the chief commercial officer or the alliance steering committee
- Decide which markets to serve through interline, codeshare, alliance or joint venture partners, and on which commercial terms
- Avoid prorate dilution, unbilled interline coupons and codeshare deals that hand connecting revenue to the partner
- Pass on prorate worksheets, codeshare clause checklists and partner scorecards to partnership and revenue accounting colleagues

Conclusion:

Back at work, the participant hands the Partner Connectivity Plan to the chief commercial officer, the alliance steering committee or the network committee. They use it to choose which partners to approach, which agreement type to offer each one, which prorate and codeshare terms to accept and which indicators each partner will be judged on. After the first agreement signed under the plan has run for a season, the unit should compare partner connecting revenue, prorate yield and billing rejections with the plan and revise partner priorities where results differ.

Frequently Asked Questions FAQ:

What should participants know before an airline commercial partnerships course?

Participants should already work with partner agreements, fares, settlement data or commercial planning at a carrier. Basic knowledge of fare construction and airline revenue reporting helps. Bringing an anonymised partner agreement or interline billing extract lets them apply the case work to their own carrier.

How do airline commercial partnerships differ from airline revenue management or general strategic partnership courses?

This course covers the agreements between carriers: interline, prorate, codeshare models, alliance membership and joint ventures. Revenue management courses cover seat inventory and booking class controls on the carrier's own flights, and general partnership courses cover alliances across sectors without airline settlement or codeshare mechanics.

Why do airline commercial partnerships need competition-law clearance for joint ventures?

A joint venture lets partners coordinate capacity, schedules and fares on shared routes, which ordinary competition law treats as cooperation between competitors. Partners therefore seek antitrust immunity or clearance, often with remedies such as slot release, before pooling revenue.

What do participants take back from the airline commercial partnerships course?

Participants take back a Partner Connectivity Plan for a case carrier, with a partner shortlist, prorate worksheets, a codeshare model comparison, an alliance and joint venture appraisal and a partner performance scorecard ready to adapt.