

## **Star Alliance Academy**

Following the success of the first edition in 2009, this year the Star Alliance Academy will run in Elewijt Center, Belgium, from early May till mid December with 4 sessions of two consecutive days.

A lack of knowledge may lead to an increase of costs. It is Star Alliance's strategy to invest in knowledge, not just within the alliance, but also among their business clients. Various airline topics will be discussed by experts in a hands-on approach with a mix of theoretical and practical exercises. The programme ends with an exam in the form of a case study and lead to a certificate.

The Academy brings to its students not only knowledge and in-depth learning, but also networking opportunities and added value for their professional careers. The Academy targets corporate travel managers and specialized business travel agents. Apart from the Star Alliance members, various other institutions including Brussels Airport, support the Academy.

The Breda University of Applied Sciences (NHTV) takes care of the programme coordination. Registration fee is 250 euros for the entire programme, BATM members get complimentary registration.

A similar Star Alliance Academy is to start in Holland in October 2010.  
[www.staralliance-events.be/academy2010](http://www.staralliance-events.be/academy2010)