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Oman Air recently participated in the 2006 FFP (Frequent Flyer Programme) Conference, which took place in Bangkok, Thailand. The single largest annual event organized for airlines loyalty programmes specialists by Airlines Information LLC. Airline Information and Global Flight teamed with Airline Business Magazine and Oracle for this conference. Delegates from over 75 airlines attended the 2005 conference. Over 175 delegates registered for this conference.

This year's agenda theme was developed from past attendee feedback. Theme of this conference was "re-discovering the customer".

These conferences generate a clear commitment of the aviation industry towards the future of airline loyalty programmes. Speakers selected for this conference are experts in their fields and they share their ideas, views and experience through their presentations and question/answer sessions. The practical agenda further strengthened the exchange of ideas by including workshops with specific topics for the daily management of an FFP.

The conference also provided airlines with the opportunity to familiarize themselves with FFP-related products and services exhibited by participating industry suppliers, which included CRM companies, Frequent Flyer Systems, GDS and loyalty management consultants and outsourcing companies. Virtually all relevant companies in the sector were represented, including Amadeus, Carlson Marketing, IBM, Sabre, Siebel Systems, SITA and Unisys.

Mr. Mohammed M. Al Shikely (Senior Manager Marketing Oman Air) was one of the speakers selected from distinguished experts all over the world. His topic was “Small carriers deciding between their own and co-branded FFPs”. In his speech he stated all the options available for smaller carries for having their Frequent Flyer programme and then evaluated each of those options step by step. His experience, gave real insight on the topic. Number of questions raised by the audience showed their interest and understanding of the topic presented. Mr. Shikely received several compliments after his speech saying his presentation was one of the best in 2006 conference. It is worth mentioning that Oman Air is launching their own frequent flyer programme – Sindbad this year. On this background this participation of Oman Air in such a large conference is a great achievement.