

The Airline Challenge

Calling all aviators - this event is sky high! Working in teams delegates get to create their own airline, construct their own aircraft and then fly it!

There are numerous elements to the Challenge:

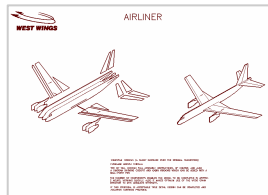
The Concept

The team needs to brainstorm and come up with a concept for a new airline that will take the market by storm. Where is the gap in the market? What customers will they serve?

Once the key decisions have been made the team needs to allocate the following roles:

The Construction

The engineers within the team need to build a model of the airline itself which has a wingspan of just over 1m wide. The instructions will be



made available at various intervals. The teams can choose to speed up this process by completing various tasks on route. It is interesting to observe how they use their time, how patient they are, how much they value the hints and tips available to them

or whether they get on with the construction of the 21 pieces without the manual! It looks easy. It isn't!!

The Marketing

The teams need to outline their business plan giving a short overview of their marketing strategy: target audience, price, features and unique selling points all need to be considered.

The Design

The teams can choose their own colours to paint and create a brand/logo.



The Challenge ends with a presentation from each team where they pitch their new airline, the concept, the design and then launch their model. All going well these planes will fly 100m or more subject to weather conditions.



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