

## **BIRD ACADEMY SIGNS MoU WITH STAR ALLIANCE TO TRAIN TRAVEL AGENTS ACROSS INDIA**

*Staff of leading member organizations to be trained on Star Alliance suite of fare products*

**New Delhi, June 2, 2010:** Bird Academy, the educational arm of the Bird Group, announced that it has signed a memorandum of understanding (MoU) with Star Alliance to conduct training programs for IATA Travel Agents in India. Bird Academy trainers will coach participants on the features of Star Alliance including Frequent Flyer Programme, Star Alliance Round The World Fares, Circle Fares and Air passes. The one day training programme is designed to enhance communication and persuasion skills of agency staff in promoting Star Alliance products and enable them to enhance customer experience further. The training will be followed by intermittent quizzes, exercises and questionnaires. Bird Academy will deliver the training to the member organisations pan India. The participants on successful completion of the programme will be awarded a joint certificate by Bird Academy and Star Alliance. Speaking on the MOU, Mrs. Radha Bhatia, Chairperson, Bird Group, said "The Bird Academy has always delivered high quality learning. We have proficient trainers and imparting finest quality education has been our constant endeavor at the academy. To conduct Star Alliance trainings across India is another feather in our cap. We are excited about this opportunity and will channelize every possible resource available with us to deliver best of the training to the participants."

The Bird Academy (BESTT) is designed on a pattern to help young entrants in not only specializing in chosen areas of the industry, but also acquiring comprehensive knowledge in all segments of Civil Aviation, Hospitality, Travel and Tourism. The curriculum offers students a distinct advantage of integrated knowledge and subsequent experience towards cost effective and successful planning, marketing and administrative sections in the times to come. The Academy has been consistently conceptualizing versatile programs and activities aimed at providing technical education as well as promoting intercultural interaction among the students. The programs on offer at the Academy are customized to one year or shorter duration aimed at providing techno-managerial skills, personality development programs and cross cultural orientation.

### **About Bird Academy (BESTT)**

The Bird group established its educational arm in 1998 to meet the growing demand for internationally competent human resource. The courses have been conceptualized with a view to provide an in-depth understanding and technical skills in the field of Aviation, Travel & Tourism, Information Technology and Hospitality Management involving Soft Skill Training, IATA Consultant and Foundation Course, Airport Handling and IATA Cargo Courses, Computerized Reservation System, Automated Ticketing and GDS Fares & Ticketing and Tally Financial Accounting Programme. And the latest in this field is Aviation Law and Dangerous Goods Regulation courses. The Academy is promoted and managed by the Bird Group, one of the largest and most diversified groups in the Travel and Information Technology arena. For more details please visit: [www.birdacademy.in](http://www.birdacademy.in)

### **About Bird Group**

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 40 offices supported by over 5500 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world's leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group's core business includes Travel Technology, Comprehensive Airline Representation & Management, Hospitality, Passenger Aviation Services & Ground Handling, Cargo Management, Education & Training, Business Consultancy & Luxury Retail. Together, the various companies within these verticals generate direct revenue in excess of USD 100 Million. For more details please visit: [www.bird.in](http://www.bird.in)

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