



INSIGHT: AirAsia SMART BUSINESS IN ACTION

From Branding and Excellent Operation to World-Class Customer Experience



Exclusive
AirAsia HQ visit
in Malaysia

Sun 12 - Sat 18 July 2026 14 - 18 years old

LEARNING FIELD



Regional Business & Strategic Insight



Customer Experience Excellence



Leadership & Crisis Management



Best Practices in Operations

PROGRAM HIGHLIGHTS



Exclusive Visit to AirAsia Headquarters, Malaysia

Executive sharing sessions and rare behind-the-scenes business exposure.



Workshops Led by AirAsia Professionals

Learn directly from department leaders and industry practitioners across operations, leadership, and customer experience.



Real-World & Exclusive Business Exposure

Gain rare access to real operational environments and behind-the-scenes industry experiences not typically available to the public.



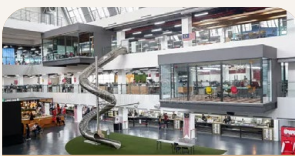
Discover AirAsia's Culture & Future Professional Connections

Gain early exposure to AirAsia's culture, regional business environment, and future career pathways.



Awards & Recommendation Letter

Winning pitching team receives awards and official recommendation letters.



Rare Access to AirAsia Headquarters



Exclusive Behind-the-Scenes Exposure



Workshops Led by AirAsia Professionals



Gain Recognition & Future Opportunities

What You Get!



Psychometric Test (Career Test) valued at THB 3,900



Certificate by AirAsia



Letter of recommendation (for winning team)



Rewards & Recognition

ABOUT PROGRAM

An exclusive business immersive experience for students aged 14–18 to explore branding, leadership, customer experience, and operational excellence through real-world exposure at AirAsia.

Led by AirAsia professionals and business leaders, students gain future-ready skills, rare industry access, and early exposure to a dynamic regional business environment.

Duration 7 Days (9 AM - 4 PM)
Sun 12 - Sat 18 July

- 5 days in Bangkok
- 2 days in Kuala Lumpur

Location

- Thai AirAsia, Training Management Center
- AirAsia Headquarters, Malaysia

Bangkok Non-Residential Option

75,000
THB/Person

Bangkok Residential Option

83,000
THB/Person

5 nights' hotel stay in Bangkok, dinners, and academy transfers included.

Exclusively at CETA

Apply Now

02-712-5300 @CETA www.ceta.co.th
 CETA Worldwide Education



PROGRAM TIMETABLE

Led by AirAsia Experts

Day 1

**See Through Founder's Eyes:
"Why Businesses Exist"**

Understanding customer pain points, human behavior, and how successful businesses create solutions that change industries.

Day 2

**Behind Excellent Operations:
"Why Great Businesses Run Smoothly"**

Understanding how operational systems, teamwork, coordination, and accountability drive successful organizations.

Day 3

**Branding & Customer Experience:
"How Great Brands Make People Feel"**

Exploring how communication, storytelling, branding, and customer experience create emotional connections with people.

Day 4

**Leadership Under Pressure:
"The Best Leaders Stay Calm"**

Developing resilience, emotional control, crisis management, and decision-making under pressure.

Day 5

**Innovation & Business Pitch:
"The Future Belongs to
Problem Solvers"**

Exploring innovation, future mobility, adaptability, and presenting ideas with confidence.

Day 6

**Executive Sharing Session at HQ:
"Leadership journeys & Reflection"**

Gain inspiration from real leaders from business thinking, facing challenges, solving problems to future goals.

Day 7

**Discover Kuala Lumpur:
"Business, Culture & City Experience"**

Gain regional exposure through iconic landmarks, cultural, modern city and lifestyle discovery in one of Asia's leading capitals.

How To Apply

Complete the application form and submit it along with a copy of your passport (valid for more than 6 months) and proof of deposit payment.

☎ 02-712-5300 @CETA 🌐 www.ceta.co.th 📄 CETA Worldwide Education

**Limited
to
30 Seats**

REAL EXPERIENCE FROM THE BUSINESS

Moves Asia



Important Note: The program timetable is subject to change without prior notice.