

TRAVEL AND HOSPITALITY

# Flexjet launches hospitality training program in-house

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*The company is introducing the Red Label Academy, a training program that aims to empower its crew in the delivery of five-star flight experiences. Image courtesy of Flexjet*

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By LUXURY DAILY NEWS SERVICE

Private aviation firm Flexjet's latest project is taking off.

The company is introducing the Red Label Academy, a training program that aims to empower its crew in the delivery of five-star flight experiences to clients. Stationed within the U.K.'s Farnborough Airport, the instructional session is executed in partnership with [The Dorchester Collection Academy](#), the namesake luxury hotel brand's customer service consultancy.

"While other private aviation providers use third parties to train their cabin servers, Flexjet is creating a new standard," said Megan Wolf, chief experience officer at [Flexjet](#), in a statement.

"By opening new infrastructure specifically dedicated to excellence training and curating professionals in the hospitality industry to teach alongside our in-house team, we have set a new standard in-cabin experience," Ms. Wolf said. "No one else in the industry is doing this."

## **Skyward service**

Francesco Vanerio, vice president of customer experience at Flexjet, will lead the Red Label Academy.

Working in tandem with aviation professionals, chefs, floral designers, sommeliers and cocktail mixologists, the executive will help shape the training program's curriculum, certifying a network of 130 Flexjet cabin servers across the U.S. and the U.K.

"Our aircraft owners have the highest standards in their own businesses, and we are dedicated to providing that same high level of service on every aircraft, during every flight no matter where in the world they are traveling," said Mike Silvestro, co-CEO of Flexjet, in a statement.



*The company has created models of its cabins and galleys for the two-week program. Image courtesy of Flexjet*

To ensure that training is true to form, the company has invested in the construction of cabin and galley mock-ups, wherein the two-week sessions will be held, encouraging scenario-based instruction.

A range of topic areas including wine service and floristry are also on the table. Personalization sits at the heart of the professional education initiative.

Red Label Academy seeks to aid Flexjet employees in identifying the individual needs of passengers using body language, behavioral cues and cultural nuances.

A focus is placed on making guests feel special using an approach that centers high levels of attention to detail. Servers will also be trained in skills pertaining specifically to children and pets.

Enrollees will themselves partake in a five-star experience at The Dorchester in London, participating in an afternoon tea and enjoying a night's stay on-site, all the while witnessing live demonstrations.



*Exterior of The Dorchester Collection, London. Image credit: The Dorchester Collection*

All aspects considered, Flexjet's announcement works to uphold 28 years of luxury aviation.

In recent months, the company has continued to expand services in more ways than one, opening a \$50 million global headquarters in the U.S. ([see story](#)).