

Airport Commercial Management (Advanced)

COURSE OBJECTIVES

- Develop airport managers skills for analyzing the marketplace
- Prepare effective airport commercial strategies to satisfy customer needs and counter competitor actions.
- Understanding of industry issues, strategies, and tools used by commercially-oriented airports. .
- Encourage interaction and discussion of global commercial best practices through team work and proposal formulation.
- Build participant confidence and competencies in leading and managing airport commercial development and sales efforts.

WHO SHOULD ATTEND

- Airport middle and senior managers
- Airport commercial managers and personnel.
- Airport operators
- Airline managers

COURSE MAIN TOPICS

- Airport Commercial Planning and Challenges
- Course Integration Exercise
- Strategic Intelligence and decision-making
- Airport Commercial Strategy
- Airport Economics
- Commercial Management
- Airport Retailing and Concession planning and Management.
- Air Terminal Planning
- Selection of Tenants & Concessionaires
- Communication and Promotion Planning
- Business Negotiations

COURSE DURATION

- 2 weeks