

**AIRPORT SALES AND MARKETING 2017**  
Premium Best Practice and Networking Training Event

**23-25 May 2017, Central London**  
PROGRAMME

**DAY I, 23 May 2017**  
**SCHEDULED AIRLINES, ROUTE & HUB DEVELOPMENT**

**Introductions, Ice Breakers & Experiential Discussions**

Session I: **Attracting Airlines: Latest techniques**

- What do airlines now want?
- Latest sources of market data (Sabre vs SkyScanner)
- Airport and Tourism co-operation to build markets
- Benefits from USA pre clearance - will you be in the next wave?
- Q&A

*Networking Coffee Break*

Session II: **Changes to Airline Business Models**

- Are you changing as LCC's change their business model?
- Hybrid Carriers & LCC's as feeders and how airports can help?
- The next big thing for airlines
- Q&A

Session III: **Chinese Airline Experience of Selecting New Long Haul Markets**

- Hainan Airlines Case Study
- Q&A

*Networking Lunch Buffet* with the Keynote Speaker on **LCCs as long haul carriers and Airports as Bridges between LCC and Legacy airlines**

- Europe's first feeder deal between Ryanair and Norwegian Air
- Q&A

Session IV: **How to Support Your Airlines & Make More Money, Q&A**

- Effective Route Support Deals
- Subsidising your carriers
- Growing your shoulders and the off peak
- PSO's
- Increasing the frequency of flights on existing routes for airlines
- Q&A

*Networking Coffee Break*

Session V: **An Airline Perspective: The best Sales Techniques by airports, Q&A**

- Practical demonstrations of style, data and targeting

Session VI: **Brexit and the Impact on European Aviation, Q&A**

*Welcome Networking Drinks Reception & Prize Draw* [with invited guests: Airlines, Travel Buyers, Suppliers, Online Intermediaries]



**DAY II, 24 May 2017**

**LEISURE, TOUR OPERATORS & TRAVEL BUYERS**

Session I: **Attracting Tour Operators, Q&A**

- What do travel buyers now want?
- Creating Wow Factors
- The next big thing for leisure
- Buyer Experience

*Networking Coffee Break*

Session II: **Airport as a Destination, Q&A**

- Case Study of Dubai/Singapore airport
- How to sustain growth?

*Networking Lunch Buffet* with the Keynote Expert Speaker on **Secrets of Airline Growth**

Session III: Panel Discussion: **Airport Marketing Innovation, Q&A**

- Using ecommerce and social media to the maximum
- "Surprise me" Ideas
- Q&A

*Networking Coffee Break*

Session IV: **Changing Travel Behaviours & use of Technology to increase Website Traffic, Q&A**

**Day III, 25 May 2017**

**SCHEDULED AIRLINES AND MICE**

Session I: **What's Next for Airport Route Development?**

Breakout Groups:

- Future trade relations
- Future stakeholder relations
- Future products and tools
- Future events
- De-brief from the breakouts

*Networking Coffee Break*

Session II: Group Workshop: **The Most Effective MICE Destinations, Q&A**

- Transform your destination
- Points of action
- Q&A

*Networking Farewell Drinks Reception*

*Certificate Awards*

*Group Photos*

