

AIRPORT SALES AND MARKETING: THE LATEST TECHNIQUES 2017
Premium Best Practice and Networking Seminar

23-25 MAY 2017

RADISSON BLU PORTMAN LONDON HOTEL

PROGRAMME *

TUESDAY

DAY I: 23 May 2017

09:30 Arrivals, Registrations, Coffee & Refreshments

10:00 Introductions, Ice Breakers & Experiential Discussions

10:30 Session I: **Attracting Airlines: Latest techniques, Q&A**

MIDAS AVIATION
FORMER OAG CEO

- 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?

11:20 Session II: **Best Ways Airports Can Work with Low Cost Airlines**

MIDAS
FORMER OAG CEO

- LCC's Tips, Tricks and Traps
- How can airports avoid them?

12:10 *Networking Coffee Break*

12:25 Session III: Panel Discussion: **Changes to Airline Business Models, Q&A**

LGW

- Are you changing as LCC's change their business model? **CONDOR AND**
- LCCs as long haul carriers **THOMAS COOK AIRLINES**
- Next big thing for airlines **AVIATION INDUSTRY RESEARCH ADVISORY**
- Hybrid Carriers & LCC's as feeders and how airports can help? **CONSILIUM**
- Airports as Bridges between LCC and Legacy airlines **AVIATION**

13:15 *Networking Buffet Lunch [with worldwide Airport Route and Hub Development videos]*

14:25 Session VI: Panel Discussion: **How to Support Your Airlines & Make More Money**

- Effective Route Support Deals **CONDOR & THOMAS COOK AIRLINES**
- Subsidising your carriers **PITTSBURGH AIRPORT VP**
- PSO's **INTERVISTAS SENIOR VP, AVIATION FORECASTING**
- Growing your shoulders and the off peak
- Increasing the frequency of flights on existing routes for airlines



15:15 *Networking Coffee Break*

15:30 Session V: Case Study: **Pittsburgh Success Story** **PITTSBURGH AIRPORT VP**

- Case Study of dynamic airport

16:15 Session VI: **Chinese Airline Experience of Selecting New Long Haul Markets**

- Case Study of dynamic airline **INSTITUTE FOR AVIATION RESEARCH**

17:00 *Welcome Networking Drinks Reception & Prize Draw (with invited guests)*

WEDNESDAY

DAY II: 24 May 2017

08:30 Arrivals, Coffee & Refreshments

09:00 Session I: **Attracting Tour Operators**

REPRESENTATION PLUS

- What do travel buyers now want?
- Secrets of Travel Buyer Growth
- Creating Wow Factors
- The Most Effective MICE Destinations

CONDOR & THOMAS COOK AIRLINES

10:00 Session II: **Brexit & the Impact on European Aviation**

EX-VIRGIN ATLANTIC

- Brexit changes in the European aviation
- What are the options to solve the problems
- Likely ways forward & challenges

11:00 *Networking Coffee Break*

11:20 Session III: Group Workshop: **Pitching to an Airline**

EX-VIRGIN ATLANTIC

- Breakout Groups to create best pitch
- Pitching to different types of airlines such as long haul, low cost, charters

12:20 Session III: **How can airports grow their cargo business?** **ANTONOV AIRLINES**

- Air Cargo Industry Structure, Flows, Trade & Macroeconomics
- Increasing Airport Cargo Demand
- Market segmentation and competition

13:20 *Networking Lunch Buffet at the Restaurant*

14:40 Session IV: **Airport as a Destination: It's in the Experience**

KINETIC

- What is an experience? What are its dynamics?
- Understanding airports economical model and its business dynamics?
- How can Airline Marketing and Retail create synergies?
- What's next? Is the current collaboration model sustainable?

CONSULTANCY



15:40 *Networking Coffee Break*

16:00 Session VI: **Changing Travel Behaviours and use of Technology to increase**

Website Traffic, Q&A

JAVALIN GROUP, ACCENTURE STRATEGY

- Why going digital?
- Airports lagging behind leading retailers
- Evolution of airport e-Commerce
- Emergence of partnering across stakeholders

THURSDAY

Day III: 25 May 2017

09:00 Session I: Case Study: **London Luton's Rapid Route Expansion**

LTN CEO

- How does LTN work with airlines?

09:50 Session II: **Latest Data Product Education** **SITA, RDC, OAG, SABRE, AMADEUS**

This year we will hear from:

- Sabre
- OAG
- SITA
- Amadeus
- RDC Apex

10:40 *Champagne Break & Networking*

11:00 Session VI: **What's Next for Airport Route Development**

EX-VIRGIN

Breakout Groups:

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

12:00 *Farewell Networking Lunch at the Restaurant*

Certificate Awards

Group Photos

Departures

