

AIRPORT SALES AND MARKETING 2017
Premium Best Practice and Networking Training Event
23-25 May 2017 London

DAY I: 23 May 2017

Introductions, Ice Breakers & Experiential Discussions

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

- 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?

Networking Coffee Break

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

- LCC's Tricks and Traps: How Can Airports Avoid Them?

Networking Coffee Break

Session III: **Changes to Airline Business Models, Q&A**

- 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
- Interlining

Networking Coffee Break

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

- Case Study of dynamic airline

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

- Europe's first feeder deal between Ryanair and Norwegian Air Shuttle

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

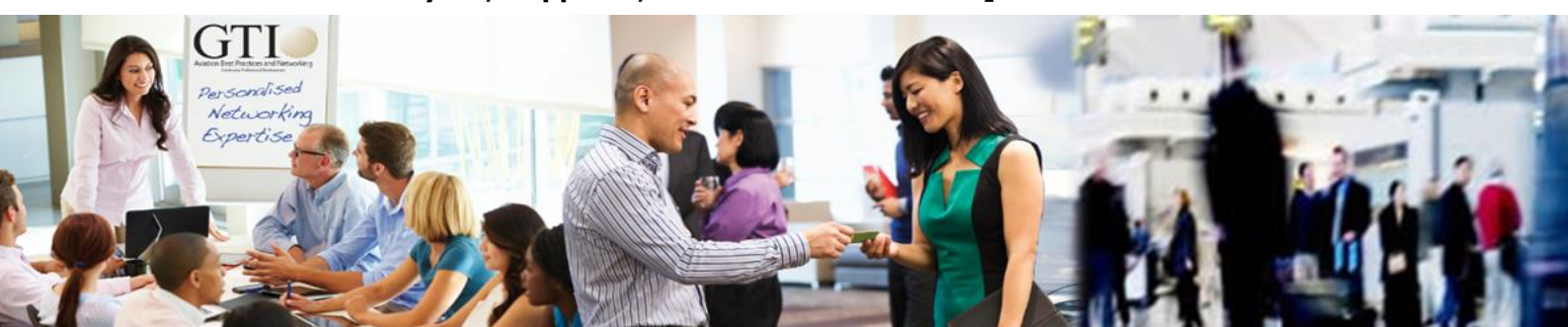
- Effective Route Support Deals
- Subsidising your carriers
- Growing your shoulders and the off peak
- PSO's
- Increasing the frequency of flights on existing routes for airlines

Networking Coffee Break

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

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

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



DAY II: 24 May 2017

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

- What do travel buyers now want?
- Creating Wow Factors
- The next big thing for leisure
- The Most Effective MICE Destinations

Networking Coffee Break

Session II: **Airport as a Destination: It's in the Experience, Q&A**

- 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?

Networking Lunch Buffet with the Keynote Speaker on **Secrets of Travel Buyer Growth**

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

- "Surprise me" Ideas

Session VI: **Use of Technology to increase Website Traffic, Q&A**

- Changing Travel Behaviours
- Using ecommerce and social media to the maximum

Networking Coffee Break

Session V: **Transforming the customer experience through journey mapping**

- LHR Case Study of Customer centric journey planner
- Ensuing customer loyalty to sell more services & products

Day III: 25 May 2017

Session I: **Latest Data Product Education, Q&A**

This year we will hear from:

- Sabre
- OAG
- SITA
- Amadeus
- RDC Apex

Session II: **How can airports grow their cargo business? Q&A**

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

Session III: **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 Farewell Lunch & Drinks Reception & Certificate Awards

