

AIRPORT SALES AND MARKETING 2017
Premium Best Practice & 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 & interviews by airlines

- Airport and Airlines Partnerships in attracting airlines
- What do airlines now want?
- Are you changing as LCC's change their business model?
- Hybrid Carriers & LCC's as feeders and how airports can help?
- The latest sources of data (Sabre vs SkyScanner)
- The next big thing for airlines
- Benefits from USA pre clearance- will you be in the next wave
- Q&A

Networking Coffee Break

Session II: Chinese Airline experience of selecting new long haul markets, Q&A

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

Session III: 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 IV: An Airline Perspective: The best Sales Techniques by airports, Q&A

- Practical demonstrations of style, data and targeting

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

- TBC

Welcome Networking Drinks Reception [with invited guests: Airlines, London based Travel Buyers, Online Intermediaries and Suppliers]

Welcome Networking Prize Draw



DAY II, 24 May 2017
LEISURE, TOUR OPERATORS & TRAVEL BUYERS

Session I: **Attracting Tour Operators**

- 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**

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

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

Session III: **Airport Marketing Innovation**

- 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 Web Traffic**

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: **The most effective MICE destinations**

Networking Farewell Drinks Reception

Certificate Awards

Group Photos

Departure

* 2017 programme may be subject to change at the discretion of the organisers.

For more information about the event please visit <http://www.gtaviationtraining.co.uk/courses/sales-and-marketing/>

For the list of the previous attendees and speakers please visit <http://www.gtaviationtraining.co.uk/wp-content/uploads/2015/07/2015-2016-ATTENDEES-CAN-BE-VIEWED-HERE.pdf>

