



**AIRPORT TRAFFIC GROWTH**

**7 JUNE, TUESDAY: TOUR OPERATORS/ TRAVEL BUYERS**

0830-0915	Arrivals, Registration, Coffee, Networking	
0915-0945	Introductions and Experiential discussion	
0945-1110	<b>Session I: Session I: Effective Destination Marketing &amp; Sales Pitches, Q&amp;A</b>	Al Titterington – Managing Director of Newquay Airport
1110-1130	Networking Coffee Break	
1130-1300	<b>Session II: Ground Breaking Techniques to attract Tour Operators &amp; Travel Buyers, Q&amp;A</b>	Markus Klaushofer – Former CEO Malta International Airport
1300-1430	Networking Lunch, Keynote Presentation "Secrets of Tour Operator Growth"	Abhi Dighe – Former Amathus Holidays Consultant
1430-1545	<b>Session III: Growing Airport Traffic through Innovation, Personalisation and Mobile, Q&amp;A</b>	Sinead Finn – Former Director of Commercial Revenue, Ryanair CEO, Affinity
1545-1600	Networking Coffee Break	
1600-1830	<b>Session IV: Session IV: Panel Discussion: Airports taking control in the age of LCC's &amp; the Internet, Q&amp;A</b>	Panel Discussion with a Pragma Consulting moderator & Former Ryanair Directors
1700	Welcome Reception Drinks are served in the room for the Panel Discussion	

**8 JUNE, WEDNESDAY: SCHEDULED AIRLINES, ROUTE & HUB DEVELOPMENT**

0915-1045	<b>Session I: The best Airport Marketing Departments and their techniques, Q&amp;A</b>	Bernard Berger- Former Director of New Route Development, Ryanair
1045-1105	Networking Coffee Break	
1105-1230	<b>Session II: Session II: The most Effective Route Support Deals for new and existing carriers, Q&amp;A</b>	Bernard Berger- Former Director of New Route Development, Ryanair
1230-1345	Networking Lunch, Keynote Presentation "Secrets of Airline Growth", Q&A	Jochen Schnadt – bmi regional Chief Commercial Officer
1345-1510	<b>Session III: Low Cost Carriers as Hub Feeders (and Airports as bridges between Low Cost and Legacy), Q&amp;A</b>	Barry Humphreys – Former Director of External Affairs & Route Development, Virgin Atlantic
1510-1530	Networking Coffee Break	
1530-1700	<b>Session IV: How all Destination Partners (Airports, Authorities, EDA's, Hotels etc.) can work together for Maximum Traffic Growth, Q&amp;A</b>	Jorgen Kearsely - General Manager Marketing, Hamburg Airport & German Airports Consultant
1700-1800	Moderated Networking Drinks & Experiential discussion with Delegates, Buyers and Suppliers [including London based Buyers, Tour Operators, Airlines & Online Intermediaries]	

**9 JUNE, THURSDAY: VALUE ADDED & GAME CHANGERS**

0915-1000	<b>Session I: What Makes a Successful MICE Destination? Q&amp;A</b>	Alison Cryer- Director UK & Ireland, Oman Tourism Office
1000-1100	Group Exercise: Each team to submit the best MICE pitch of the assigned destination	



1100-1115	Networking Coffee Break	
1115-1145	<b>Session II: Extending Your Season, Q&amp;A</b>	Alison Cryer- Director UK & Ireland, Oman Tourism Office
1145-1215	<b>Session III: Game Changer Brainstorm: Radical moves to transform your Destination, Q&amp;A</b>	Alison Cryer- Director UK & Ireland, Oman Tourism Office & Tourism Society Consultants
1215-1245	Networking Buffet Lunch	
1245-1345	<b>Session IV: The Future: What's Next for Airport Leisure &amp; Route Development?</b>  <b>Group Brainstorm: 4 groups break out to discuss:</b> <b>future trade relations</b> <b>future stakeholder relations</b> <b>future products &amp; tools</b> <b>future events</b>	Barry Humphreys – Former Director of External Affairs & Route Development, Virgin Atlantic
1345-1445	Coffee & Champagne; Group "Chairman" outlines their findings, 15 mins each, followed by General Discussion	
1445	Presentation of Certificates Farewell Reception	