



MAXIMIZING AIRPORT REVENUES 2016

19-21 April 2016

PROGRAMME & EXPERTS

19 APRIL PASSENGERS AS CUSTOMERS

0830-0915	Arrivals, Registration, Coffee, Networking	
0915-0945	Introductions and Experiential Discussion	
0945-1110	Session I: Background, Data and International Benchmarking of Success, Q&A	Mark Adamson, DKMA Director
1110-1130	Networking Coffee Break	
1130-1300	Session II: Improve Your Customer Experience and Make More money, Q&A	Mark Adamson, DKMA Director
1300-1415	Lunch with a Keynote Speaker on Improving Passenger Experience	Julian Lukaszewicz, Buckinghamshire University
1415-1540	Session III: Focus Group – delegates can listen to real passengers talking, Q&A	Christina Röseler, Pragma Consulting Senior Consultant
1540-1600	Networking Coffee Break	
1600-1700	Session IV: Debrief from Focus Group, Q&A	Christina Röseler, Pragma Consulting Senior Consultant
1700	Welcome Networking Reception [with invited guests including London based airlines, London airports, Duty Free companies and suppliers]	

20 APRIL: AIRPORT DESIGN & COMMERCIAL DEALS

0915-1045	Session I: Design of new terminals and re-model existing ones, Q&A	Conor Hoey, Arup Aviation Business Leader, Europe
1045-1105	Networking Coffee Break	
1105-1230	Session II: Terminal Design: Make Business Class passengers spend big, Q&A	Peter Farmer, Chapman Taylor Director
1230-1345	Lunch with a Keynote Speaker "Developing alternative revenue sources: Car Parks, Ground Transport, Property, Airport Cities"	Bernard Berger, ex- RyanAir Revenue Management Director,
1345-1510	Session III: Deals: create Win/Win for all Stakeholders, Q&A	Bernard Berger, ex- RyanAir Revenue Management Director,
1510-1530	Networking Coffee Break	
1530-1700	Session IV: Don't forget you are an Airport (new services quickly increase commercial spend), Q&A	Bernard Berger, ex- RyanAir Revenue Management Director,

21 APRIL: LATEST COMMERCIAL SOURCES & TOUR

1000	Meeting for airport visit; Assemble, Networking & Coffee	
TBC	Session I: Airport Retail Tour, Q&A	
1400	Networking Buffet Lunch with the Airport representatives	Presentation of Awards and Farewell Reception