



MAXIMIZING AIRPORT REVENUES 2016
Hilton London Metropole, 225 Edgware Rd, London W2 1JU
13-15 DECEMBER PROGRAMME

Day I: AIRPORT PASSENGERS

10:00 Introductions, Ice Breakers, Experiential Discussions

Session I: **Background, Data and International Benchmarking of Success DKMA**

11:30 *Networking Coffee Break*

11:45 Session II: **Improve Your Customer Experience & Make More Money DKMA**

12:50 *Networking Buffet Lunch*: **Focus Group Exercise: Hear real passengers share their experiences**

14:00 Session III: **Focus Group Debrief: Summary of Findings, Q&A Pragma Consulting**

15:20 *Networking Coffee Break*

15:35 Session IV: **Top Case Studies to Drive Commercial Performance, Q&A Pragma Consulting**

17:00 **Welcome Networking Drinks Reception & Prize Draw**

with invited guests from London airports, airlines, concessionaries, suppliers and industry peers

Day II: AIRPORT DESIGN & COMMERCIAL DEALS

09:00 Session I: **Designing new & re-modelling existing Terminals to Enhance Sales, Q&A ARUP**

10:20 *Networking Coffee Break*

10:40 Session II: **Valuation of Hospitality Assets: Hotels, Q&A HORWATH HTL**

11:20 Session III: **Digitally connecting journeys from booking a flight to return, Q&A Javelin Group**

12:00 *Networking Lunch*: **Videos of the 10 World's Best Airports for Shopping** [World Airport Awards]

13:20 Session III: **Developing Alternative Revenue Sources: Car Parks, Rental Cars, Ground Transport, Terminal Concessions, Airport Properties and Airport Cities Vienna International Airport**

14:00 Group Exercise & Discussion: What is an Experience? **Kinetic Consultancy**

14:30 Session V: **Link the Future of Shopping to the Future of your Airport, Q&A Kinetic Consultancy**

15:30 *Networking Coffee Break*

15:45 Session VI: **Centralized Receiving & Distribution System, Q&A Kinetic Consultancy**

16:30 End of the day & Group Photos

Day III: AIRPORT RETAIL TOURS

08:50 Meeting both groups outside London Hilton Metropole (225 Edgware Road, London W2 1JU)

Group A:

09:00 Quick Walk to Paddington Station to take 09:10 Heathrow Express to LHR Terminal 2

09:25 Arrival: meeting with LHR Commercial Team & Collection of airside passes

T2 Airside Retail tour & LHR Presentation

12:30 Lunch with LHR Commercial Team

14:00 Certificates Award, Group Photos & Departure

Group B:

09:00 Minibus pick up from Hilton Metropole to Liverpool Street to take 09:55 Stansted Express to STN

10:44 Arrival: meeting with STN Commercial Team & 11:15 Pass Office

11:30 Terminals Tour & 13:00 Airfield Tour

14:00 Lunch with STN Commercial Team

14:30 Certificates Award, Group Photos & Departure