

**MAXIMIZING AIRPORT REVENUES 2017**  
12-14 DECEMBER 2017, CENTRAL LONDON  
**PROGRAMME**

**DAY I: TUESDAY**  
**12 DECEMBER 2017**

*Arrivals, Coffees, Registration*  
*Introductions, Ice Breakers, Experience Exchange*

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

- Why measure the passenger experience, why benchmark?
- What does a great passenger experience look like?
- Understand data and what to look for
- Golden rules for a great passenger experience

*Networking Coffee Break*

**Session II: Fixing the Reasons why Pax Don't Buy: Analysis & Data:**

- Promoting an airport as a Shopping Destination
- Improve your Customer Experience to Make More Money
- Understanding buying behaviour & Intention to Purchase
- Getting Pax to Change their Mind
- Drivers of Satisfaction

**Session III: Panel Discussion: Designing new & re-modelling existing Terminals to Enhance Sales, Q&A:**

- Landside - Ease of Access, parking, signage, security, check in – De stress the passenger
- Airside - De stressed passenger, bars, lounges, seating, signage, currency exchange, easy flight information
- Tips & Tricks: Jam Busters, Single Flow, Snake Passes, Space Allocation, Change from Pier Retail to Centralised Retail Zone etc.
- Creative local design, specialities, engaging formats

*Networking Buffet Lunch: Focus Group Exercise: Hear real passengers share their experiences & Summary of Findings, Q&A*

**Session IV: Mix of Airport Concessionaires & offered Products, Q&A:**

- Retail Intelligence
- Improved Brand Recognition
- Customer Profile Retail business
- Managing the right product mix at Your Airport
- Stimulating the senses and branding local Culture



Session V: **Key steps to Improve Alternative Revenue Sources in:**

- Airport Cities: Real Estate & Land rent (offices, hotels, conference centres, medical centres, promotional areas)
- Retail, Premium Brands, Newsstands, Gift Shops
- F&B, Coffee, Bars, Restaurants
- Car Parks, Rental Cars, Ground Transport
- Advertising (placed on airport walls, billboards, buses)
- Duty & Tax Free income
- Currency Exchanges

*Networking Coffee Break*

Session VI: **State of the art Case Studies to Drive Commercial Revenues:**

- Adaption to the Experiential Emotional Retail
- Human Interaction, socialising and engaging
- Captivate consumer to experience the Brand Story
- Making Memories & Sharing Experiences
- Immersive Storytelling with brand experiences
- Integrating F&B with Retail

Session VII: Case Study: **Finding Airport Financing, Q&A:**

- Examine the full range of funding options for Airport Concessions
- New Airport Hotel funding
- Joint Venturing, Subcontracting or Doing It Alone
- New Concessions Landscape

*Welcome Networking Drinks Reception & Prize Draw [with invited guests from London airports, concessionaries, airlines, suppliers and industry peers].*

**DAY II: WEDNESDAY**  
**13 DECEMBER 2017**

*Arrivals, Coffees*

*Announcing Prize Draw Winner*

Session I: **Expanding Airport Partner Shop Opportunities: New ways to generate revenue:**

- Loyalty programmes
- Seasonal Marketing Program (Edmond International Airport)
- New Trends and Unexpected Possibilities
- Airport special events (Helsinki Airport Runway Fashion Show, Munich Airport Xmas Markets etc.)

*Networking Coffee Break*



Session II: **Value Based Pricing, Q&A**

- What deals are available to concessionaires – Best Practice
- How are concessionaires placed within a terminal/airport
- How to manage concessionaires and organize attractive commercial facilities(Retail, F&B, other services)
- Types of concession contract(lease or rental) including how to impose operating fee
- Measurement Method of customer satisfaction level
- The strategy to increase sales of your retail shops using customer feedback )

Session III: **Latest Product Education to analyse & improve performance:**

- Javelin Group Apps to increase passenger spend
- ALFA Airport Revenue Management Systems
- ProDIGIQ Lease Management System
- Concession Analyzer +
- Airport Analytics (AA+)

*Networking Buffet Lunch: Videos of the 10 World's Best Airports for Shopping* [as per World Airport Awards]

Session VI: Group Work: **Experiential Discussions & Sharing Common problems:**

- To encourage more interaction with the delegates where everyone can share their own experiences and ask each other questions since they all might experience the same problems.
- Expert Discussion Exercise: Some points of counsel/improvement advice will be provided by the Expert

*Networking Coffee Break*

Session V: **Digital Transformation: Link the Future of Shopping to the Future of your Airport, Q&A**

- Pre-order Click & Collect
- Integrating Technology for a Superior Experience
- Airport Apps: Engaging Pax in Real Time
- Giving consumers their Preferred Way to Pay

End of the day Farewell & Group Photos

**DAY III: THURSDAY**  
**14 DECEMBER 2017**

Meeting outside London Hilton Metropole  
London Airport Airside Retail/Commercial Tours

