

AIRPORT SALES & MARKETING: LATEST TECHNIQUES 2018

LONDON CANARY WHARF CCT VENUES, UNITED KINGDOM

DAY I: MONDAY/ 9 APRIL 2018

09:15 Arrivals, Coffees, Registration

09:45 Introductions, Ice Breakers & Experience Exchange

10:15 Opening: **Attracting Airlines: Latest techniques, Q&A:**

- What do airlines now really want?
- Latest sources of market data (OAG, Sabre, SkyScanner)
- Airport and Tourism co-operation to build markets
- Content Marketing for Airline Route Development

Discussion: **Benefits from USA pre-clearance: will you be in the next wave?**

Discussion: **Best Ways Airports Can Work with Low Cost Airlines, Q&A:**

- LCC's Tips, Tricks and Traps
- Airport with airline mindset – role of network development team

11:15 Networking Refreshment Break

Roundtable: **Changes to Airline Business Models, Q&A:**

- Are you changing as LCC's change their business model?
- LCCs as long-haul carriers
- Hybrid Carriers & LCC's as feeders and how airports can help?
- Will we see feeder partnerships develop?
- The next big thing for airlines
- Airports as Bridges between LCC and Legacy airlines
- The future of competition in the low cost long haul market

12:30 Buffet Lunch at the Signature Restaurant [with wine]

Exercise: **Route Analysis Assessment** (Traffic Forecasting, Catchment Area etc.)

Discussion Workshop: **Wining New Airlines At Least Cost To Your Airport, 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

Case Study: **Success Story of a Top Airport**

- Case Study of a leading dynamic airport

15:20 Networking Coffee Break



Case Study: **Understanding Chinese Long-Haul Airlines: One Belt, One Road Initiative, Q&A**

17:00 **WELCOME NETWORKING DRINKS RECEPTION** with invited guests from worldwide airlines, airports, tourism authorities, suppliers and consultants].

DAY II: TUESDAY/ 10 APRIL 2018

09:00 Arrivals, Coffees;
PRIZE DRAW & Announcement of the Winner

Panel Discussion: **Maximizing Your Destination by Using All Stakeholders; Tour Operator, Tourism Authority and Economic Development Agency, Q&A**

Case Study: **Can Legacy Long Haul carriers compete better with Long Haul LCC's on transatlantic routes and how can airports assist? Q&A**

Panel Discussion: **NDC Initiative: IATA & Skyscanner Distribution for Airlines & Travel Agents**

11:15 **Networking Coffee Break**

Discussion Workshop: **How LCC & Airports can be successful with travel agents?**

12:30 **Buffet Lunch at the Signature Restaurant [with wine]**

Group Exercise: **Pitching to an Airline** (Breakout Groups to create best pitch):
→ Pitching to long haul, low cost and charter airlines;

Discussion Workshop: **How can airports grow their cargo business, Q&A:**
→ Air Cargo Industry Structure, Flows, Trade and Macroeconomics
→ Air cargo development challenges in 2020
→ Increasing Airport Cargo Demand
→ Market segmentation and competition

Discussion Workshop: **Airport as a Destination: It's in the experience, Q&A:**
→ Case Study of Dubai/Singapore airport
→ How to sustain growth?

15:20 **Networking Coffee Break**

Workshop: **Big Data: How this can work for you, Q&A**

Conclusion: **What routes network will look like in 20 years?**

17:00 **NETWORKING FAREWELL CHAMPAGNE RECEPTION** shared with **Airline 2018 Total Networking** [with invited airlines, airports, tourism authorities, suppliers and consultants]. Followed by Certificate Award & Group Photos

