

MAXIMIZING AIRPORT REVENUES

25-27 MAY 2021 | GAIA AIRPORT,
BARBADOS

PROGRAMME

DAY I | TUESDAY

25 MAY 2021

08:30 *Arrivals, Coffees, Registration*

09:00 *Introductions, Ice Breakers, Experience Exchange*

09:30 **Opening: Enhancing the Experience & Driving Performance
Concession Basics:**

- ➔ Limiting Factors to Maximizing Revenues
- ➔ Key Principles in Concession Management
- ➔ Importance of Understanding the Customer
- ➔ Driving Performance

Terminal Re-development case study:

- ➔ Overview of Commercial Objectives
- ➔ Process & Considerations of space planning

10:45 *Networking Coffee Break*

11:00 **Practical Discussion: Market Research, Market Segmentation and the Right Marketing Mix**

12:00 **Workshop: Experiential Discussions & Sharing Common Problems:**

In groups please share your daily challenges in market research and the right marketing mix. Our experts will facilitate a group discussion on potential solutions and areas of exploration.

13:00 *Networking Buffet Lunch at the restaurant*

14:00 **Practical Lessons: Use of Business Analytics in Maximizing Airport Revenues**

14:45 *Networking Coffee Break*

15:00 **Practical session: Contract negotiation & renegotiation:**

- ➔ Creating confidence and capability in the art of negotiation
- ➔ Learn techniques to use in negotiating commercial contracts as both a supplier and a service provider
- ➔ Practical application of bargaining skills
- ➔ Human interaction, reading body language, using persuasion.

WORKSHOP: In Groups: Negotiate a win-win deal using persuasion in the given setting. Discuss what not to say and do in negotiation.

17:00 *Welcome Networking Reception & collection of Prize Draw Questionnaire*

DAY II | WEDNESDAY

26 MAY 2021

09:15 *Arrivals, Coffees, Announcement of the Prize Draw Winner*

09:30 *Analysis & Data: **Fixing the Reasons why Passengers Don't Buy:***

- Common problems that damage passenger experience
- Understanding buying behaviour & intention to purchase
- Getting passengers to change their mind
- Practical Strategies to Grow Per-Passenger Spent through Customer Profiling and Passenger Traffic Analysis

10:30 *Analysis & Data: **Determining the Optimum Product Mix for Your Airport***

11:20 *Networking Coffee Break*

11:35 *Practical Case Study: **GTAA Capitalisation on Pax Experience:***

- How to use vast amounts of data to generate additional revenue?
- Consumer Spending Behaviours
- Managing Passenger Flow
- Analytics to forecast trouble points

12:35 **WORKSHOP:** In Groups: Discuss the issues around F&B market, operation of restaurants, new ideas and approaches

13:00 *Networking Buffet Lunch at the restaurant*

13:45 **Bingo Game:** Tick the concepts seen in the videos

14:00 **PRE-SESSION EXPERIENCE EXCHANGE:** Share your experiences on commercial recovery after a natural disaster.

14:15 *Hands-On Case Study: Weathering Storm – The Route to Commercial Recovery after a Natural Disaster or Economic Recession:*

- Lessons learnt and best practice
- What happened and what went wrong?
- Real-life case studies

15:00 *Group Discussion: Share your feedback from the discussed above.*

15:40 *Networking Coffee Break*

16:00 *Conclusion: Millennial Pax - The Travellers to Change It All:*

- Statistics about Millennials
- Understanding Millennials travel habits and online activity
- The necessary tools to succeed
- How different are the ideas going on in Millennial minds

17:00 *1-ON-1 EXCHANGE:* Please share any points/ideas that you will be taking back with you from the event.

17:20 *Farewell Champagne Reception & Certificate Awards & Group Photos*

DAY III | THURSDAY

27 MAY 2021

10:00 Tour of GAIA Airport - TBC

13:00 Questions & Answers

14:00 Departures