

Airport Commercial Development & Management Course

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Monday July 24 – Thursday July 27, 2017
HC Coombs Centre for Financial Studies, Sydney



‘This course is a valuable opportunity for airports and related commercial organisations in the southern hemisphere to access the experience and expertise of CPI and their partners’.

DR ROMANO PAGLIARI

Course Director, Masters in Airport Planning and Management,
Dept of Air Transport, Cranfield University

24 - 27 July 2017

The airport commercial development and management course is the only specialist course of its kind in the southern hemisphere.

This intensive residential course combines lectures from leading industry professionals with interactive working sessions and a real-life terminal planning group exercise. Based on past experience, we limit the number of attendees on each course to ensure we deliver maximum value for all participants.

Now in its 18th year, CPI's airport commercial training continues to be recognised as the best in the industry.

Course overview and learning objectives

The course provides participants with expertise and insight into all core aspects of a successful airport commercial environment. It supports them in developing a deeper understanding of their own role and their organisation's role within the context of the wider airport commercial environment and helps them develop strong and successful relationships with all key airport stakeholders.

CPI's course directors join with local and international subject matter experts to deliver a relevant and contemporary course centered on the customer.

The focus is on the fundamentals of optimising commercial performance, from commercial planning, retail/F&B mix development and terminal and store design to forecasting, the tendering process and contract models.

Further dedicated sessions emphasise delivering a distinctive customer experience through customer research and segmentation, marketing and branding, advertising, digital and mobile technology.

'This is an all encompassing course for airport commercial teams. However, it should not be limited to just commercial. Operations, finance and planning teams would benefit greatly from this course'.

EMILY CLEARY

Concessions Manager, Gold Coast Airport

Terminal planning project

This group exercise gives participants the opportunity to combine their learning from the course with their own expertise and ideas and apply it to a real airport terminal commercial planning project. On day 4 delegates will present their solutions and rationale for redeveloping the terminal to optimise its commercial potential.

Speakers

SUSAN GRAY – Susan is the Managing Director of CPI Australia. She has spent her entire 19-year career in airports, with a focus on global business development, client relations, branding and marketing and corporate communications. She has a particular specialism in airport food and beverage.

JEREMY CORFIELD – Jeremy is a Partner of CPI Australia. Over the last 27 years Jeremy has had leading roles in global finance, media and digital businesses, focusing for the last 15 years on commercial innovation, contract negotiation and business development in airports.

SHANE DE WIT – Having previously held commercial roles at Melbourne Airport, Shane is now with Parking and Traffic Consultants, delivering specialised parking and traffic management advice to owners and developers of large infrastructure such as airports, hospitals and universities.

IAN CESA – Ian has been doing specialist research with international travellers for more than 20 years. His firm Horizon Consumer Science has worked in most major airports around the world.

Additional guest speakers to be confirmed



TWENTY YEARS
LEADING THE WORLD IN AIRPORT
COMMERCIAL CONSULTANCY



Who should attend?

- Current airport directors and managers seeking to broaden their understanding of airport commercial issues and opportunities.
- Airport directors and managers new to the industry.
- High potential commercial team members preparing for their next role in airport management.
- Airport concessionaires and travel retail professionals seeking greater insight into the broader airport commercial environment and associated issues.

Many organisations use our courses for professional development of high potential managers. A number of organisations have sent multiple students over many years.

Past delegates have been drawn from organisations including:

Adelaide Airport	Amsterdam Schiphol	Marseilles Airport
Auckland Airport	Heathrow Airport	Nice Airport
Christchurch Airport	Botswana CAA	Prague Airport
Darwin Airport	AENA (Spain)	Riga Airport
Gold Coast Airport	Avinor (Norway)	Stockholm Airport
Launceston Airport	Birmingham Airport	Vienna Airport
Perth Airport	Bologna Airport	Yekaterinburg Airport
Sydney Airport	Cardiff Airport	ACI
NAC (PNG)	Copenhagen Airport	British Airways
Singapore Changi	Dusseldorf Airport	Gebr. Heinemann
Dubai Airport	Hamburg Airport	AviAlliance
GACA (Saudi Arabia)	Frankfurt Airport	Lagardere
Tel Aviv Airport	Isavia (Iceland)	Lufthansa Consulting
Beijing Airport	Lisbon Airport	SSP

‘Given that it was all new to me, the content was all relevant. It was like a 4-day walk-through of my job description’.

RICHARD BARKER

General Manager Retail and Commercial,
Auckland Airport, New Zealand

Venue

This 4-day residential course is held at the HC Coombs Centre for Financial Studies in Sydney. This leading learning facility is located in Kirribilli, on Sydney Harbour, and is owned by the Federal Reserve Bank of Australia. The Centre is within walking distance of buses, ferries and trains to Sydney CBD.

Fees

The total fee per delegate is AUD\$4,895, (including GST where applicable). This includes bed and breakfast accommodation from Sunday July 23 for 4 nights. Also included in the fees are all course materials, daily lunch and refreshments, off-site social event and dinner on Monday July 24, a course dinner on Wednesday July 26, wifi, secure parking, recreation and laundry facilities.*

All residential delegates are encouraged to arrive on the evening of Sunday July 23. Delegates should plan to depart on the evening of Thursday July 27.**

Organisations registering more than one delegate will receive a discount, with second and any subsequent delegates charged AUD \$4,400 per person

**Non-residential packages for Sydney-based attendees are available on request. **It is usually possible, though not guaranteed, to add an additional night at delegates' own expense.*

Social opportunities and networking

Many students on previous courses have made lasting connections with peers from around the world.

All delegates attend organised events on the evenings of Monday July 25 and Wednesday July 27, including dinner. Attendees have a free evening on Tuesday July 26.

DAY 1		DAY 2		DAY 3		DAY 4	
08:45	Welcome and introduction	08:45	Coffee and tea	08:45	Coffee and tea	08:45	Coffee and tea
09:15	Airport commercial revenues and concession planning process	09:00	Delivering a distinctive airport passenger experience – case study	09:00	Using market research to drive commercial performance	09:00	Mobile and digital – the impact on airports
10:45	BREAK	10:30	BREAK	10:30	BREAK	10:00	BREAK & CHECKOUT
11:00	Planning the retail/F&B mix and forecasting performance	10:45	Significance of F&B to the overall airport offer	10:45	Planning airport advertising	10:15	Branding & marketing the commercial opportunity
12:30	LUNCH	12:15	LUNCH	12:15	LUNCH	12:15	LUNCH
13:30	How terminal and store design impacts commercial success	13:15	Car parking	13:15	Contracts and tendering from the airport and bidder perspectives	13:00	Presentations of group planning project
15:00	BREAK	15:00	BREAK	15:00	BREAK	15:30	COURSE ENDS
15:15	Terminal concession planning project – Introduction	15:00	Terminal concession planning project	15:15	Terminal concession planning project		
17:30	FINISH	17:30	FINISH	17:30	FINISH		
18:15	Dinner / activity (offsite)		FREE EVENING	19:00	Course dinner		

ABOUT CPI

CPI specialises in airport commercial consultancy, commercial training and commercial innovation. We are recognised as one of the world's leading airport commercial consultancies.

Our philosophy is that commercial strategy should always start with the customer. Since 1997, we've been helping airports, investors, travel retailers and brands around the world provide a distinctive customer experience while delivering great commercial outcomes.

All CPI Directors have held senior executive roles in leading aviation industry organisations. Informed by our in-depth understanding of the airport commercial environment, we:

- Work with airports to develop the optimal commercial plan and offer for their passenger mix
- Administer and manage tender and selection processes from document preparation through to contract negotiation

- Work with airports on commercial strategy with particular emphasis on F&B, advertising, digital and mobile, and retail and commercial innovation

- Support airports and on-airport operators with branding, marketing and communications strategy and programme development.

CPI has offices in the UK and Australia as well as associations with trusted and respected professional partners around the world.

How to register

Complete and return our registration form. For further information please contact Susan Gray directly at susangray@concession-planning.com or telephone: +61 (0)435 956 777

Terms and Conditions

Registrations will close on May 31, 2017 or earlier if maximum delegate numbers are reached. Due to the restricted capacity and volume of pre-programme preparation required the following cancellation policy applies:

1. Cancellations received before May 31 will receive a 50% refund.
2. Transfers to other delegates within your organisation are permitted.
3. No refund for cancellations received after May 31.

UK COURSES

Cranfield University and CPI's Airport Commercial Revenue Workshop will run in the UK from October 30 - November 2, 2017.

Delegates interested in attending this course should contact Dr. Romano Pagliari at email: r.pagliari@cranfield.ac.uk

More information can be found at: <https://www.cranfield.ac.uk/Courses/Short/Transport-Systems/Airport-Commercial-Revenues-Workshop>

