Airport Commercial Development & Management Course

Monday October 29 – Thursday November 1, 2018
Cranfield Management Development Centre,
Cranfield University, UK

“I’m so pleased and impressed with how relevant and helpful this course was in regards to all aspects of my role. Content, presentations and organisation were excellent.

I loved how passionate Susan and Jeremy were about their work. I enjoyed all the real life examples and have made great industry connections and friends.”

ROSHNI PATEL
Retail Leasing Manager, Wellington Airport,
New Zealand

“I had a very interesting and enjoyable week. The networking and the debate amongst attendees was really good.

I found the CPI consultants to be very professional and high level and the group project was an excellent, concrete experience.”

PASCALE DELAPLACE
Retail Manager, Aéroport Marseille Provence
France
The airport commercial development and management course is the only specialist course of its kind. 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 19th 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.

"Susan and team, with their wealth of experience, added a lot of insights and fresh perspectives to the course. I also greatly enjoyed the engaging conversations and questions that were going around. A great introduction to concession planning!"

**Speakers**

**FRANK GRAY** – Frank is the founder of CPI and a veteran of the airport industry. He established the first course in 2000. During his 40 year career in airports he has worked on hundreds of planning projects.

**SUSAN GRAY** – Susan is the Managing Director of CPI Australia. She has spent her entire 20-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 28 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.

**BÉBÉ BRANSS** – Bébé is the global head of store design for leading duty free operator Gebr. Heinemann. She draws on many years of experience in designing and planning duty free shops with a presentation focusing on some of the core design principles to optimise in-store sales and includes best practice examples from around the world.

**TIM WHEEN** – Tim has been responsible for research and insights at London Heathrow Airport since 2012. In his role as head of research and commercial Insights he explains how his team’s work informs the commercial strategy and delivers tangible commercial benefit to the airport, including reference case studies.

**BEN GREEN** – Ben is responsible for non-aeronautical business at London Stansted Airport. Ben will present a case study of the planning process for their major redevelopment, now underway. He will focus on how the airport has identified and leveraged strengths and weaknesses from the current scheme for their new plan.

"This course is not just for big airports; there is something in this for us all."

**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.

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**SARAH ONG**

Assistant Manager, Airside Planning and Leasing,

Singapore Changi Airport

"This course is not just for big airports; there is something in this for us all."

**ROB PORTER**

General Manager, Mackay Airport, Australia
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
- Auckland Airport
- Christchurch Airport
- Darwin Airport
- Gold Coast Airport
- Launceston Airport
- Perth Airport
- Sydney Airport
- NAC (PNG)
- Singapore Changi
- Dubai Airport
- GACA (Saudi Arabia)
- Tel Aviv Airport
- Beijing Airport

Amsterdam Schiphol
Heathrow Airport
Botswana CAA
AENA (Spain)
Avinor (Norway)
Birmingham Airport
Bologna Airport
Cardiff Airport
Copenhagen Airport
Dusseldorf Airport
Hamburg Airport
Frankfurt Airport
Isavia (Iceland)
Lisbon Airport
Marseilles Airport
Nice Airport
Prague Airport
Riga Airport
Stockholm Airport
Vienna Airport
Yekaterinburg Airport
Malaysia Airports
Oman Airports
Gebr. Heinemann
AviAlliance
Lagardere
Lufthansa Consulting

"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

"Valuable, energetic, and educational course. It is a must-do course for any airport commercial employee."

SHABIB I. AL-LAWATI
Food & Beverage Officer - Commercial Department,
Oman Airports Management Company

Venue

This 4-day residential course is held at the Cranfield Management Development Centre, at Cranfield University near Milton Keynes in the UK. This leading learning facility is globally renowned, and connections from London are regular and convenient. Location details can be found at https://www.cranfield.ac.uk/som/about-us/location

Fees

The total fee per delegate is GBPE3,150 (including VAT where applicable). This includes bed and breakfast accommodation from Sunday October 28 for 4 nights. Also included in the fees are all course materials, daily lunch and refreshments, off-site social event and dinner on Monday October 29, a course dinner on Wednesday October 31, wifi, parking, swimming and fitness facilities.

All residential delegates are required to arrive on the evening of Sunday October 28. Delegates should plan to depart in the late afternoon or evening of Thursday November 1.

Organisations registering more than one delegate will receive a discount, with second and any subsequent delegates charged GBP £2,830 per person.

The registration form can be found on our website or requested by email to: susangray@concession-planning.com

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 October 29 and Wednesday October 31 including dinner. Attendees have a free evening on Tuesday October 30.
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 tenders and selection partner 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 innovations
• 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, which can be found at: concession-planning.com/uk

For any 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 1 October, 2018 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 1 October will receive a 50% refund.
2. Transfers to other delegates within your organisation are permitted.
3. No refund for cancellations received after 1 October.

AUSTRALIAN COURSE

CPI’s Airport Commercial Development and Management course will also run in Sydney from July 23-26, 2018.

More information can be found at: http://www.concession-planning.com/australia