

CPI Airport Commercial Development and Management Course, November 22-25, 2021

DRAFT Programme

Airport Commercial Development & Management Course							
Monday November 22		Tuesday November 23		Wednesday November 24		Thursday November 25	
08.45	Coffee and tea Welcome and introductions	08.45	Coffee and tea	08.45	Coffee and tea	08.45	Coffee and tea
09.00	Airports today and in the future – and the importance of non-aeronautical business – the evolution of an ever-changing industry! <i>Susan Gray</i>	09.00	Duty Free and Travel Retail focus - a global perspective on this evolving category. <i>Guest speaker - Richard Goodman, Managing Director, Gebr Heinemann Australia</i>	09.00	The Partner Selection Process – strategies for taking your commercial opportunities to market. <i>Jeremy Corfield</i>	09.00	Developing an optimal airport media programme that is integrated with the customer journey and built environment. <i>Jeremy Corfield</i>
10.30	BREAK	10.30	BREAK	10.30	BREAK	10.00	BREAK
10.45	Creating the optimal commercial programme; the fundamentals of planning a terminal to deliver commercial success. <i>Jeremy Corfield</i>	10.45	The importance of integrating your customer experience and commercial strategies to drive revenue. <i>Susan Gray</i>	10.45	Food and beverage focus – how getting the fundamentals of the F&B offer right is central to a commercial scheme's success. <i>Susan Gray</i>	10.30	Groups' presentation of planning projects
12.30	LUNCH	12.30	LUNCH	12.30	LUNCH	12.00	Prize award for winning team. Presentation of Certificates of Completion for all attendees.
13.30	How architecture and design can support delivery of commercial goals, from an architect's perspective. <i>Guest speaker – Matt Abbott, Regional Leader Transportation (Aviation), Woods Bagot</i>	13.30	Airport commercial contracts and business scenarios; developing a leasing plan for the commercial offer. <i>Jeremy Corfield</i>	13.30	Specialty retail focus – a deep dive into specialty retail categories and trends. <i>Guest speaker – Craig Pring, Chief Development & Strategy Officer Pacific, Lagardère Travel Retail</i>	12.30	Course key take-outs & wrap up
15.00	BREAK	15.00	BREAK	15.00	BREAK		
15.30	Terminal concession planning project briefing and group time	15.30	Terminal concession planning project - group time	15.30	Terminal concession planning project - group time		
17.30	FINISH	17.30	FINISH	17.30	FINISH		
18.00	SOCIAL EVENT & DINNER		'Free' evening	18.00	COURSE DINNER		