



LEADING THE WORLD
IN AIRPORT COMMERCIAL
CONSULTANCY SINCE 1997

CPI Airport Commercial Development and Management Course

Monday July 29 - Thursday August 1, 2024
Sydney, Australia



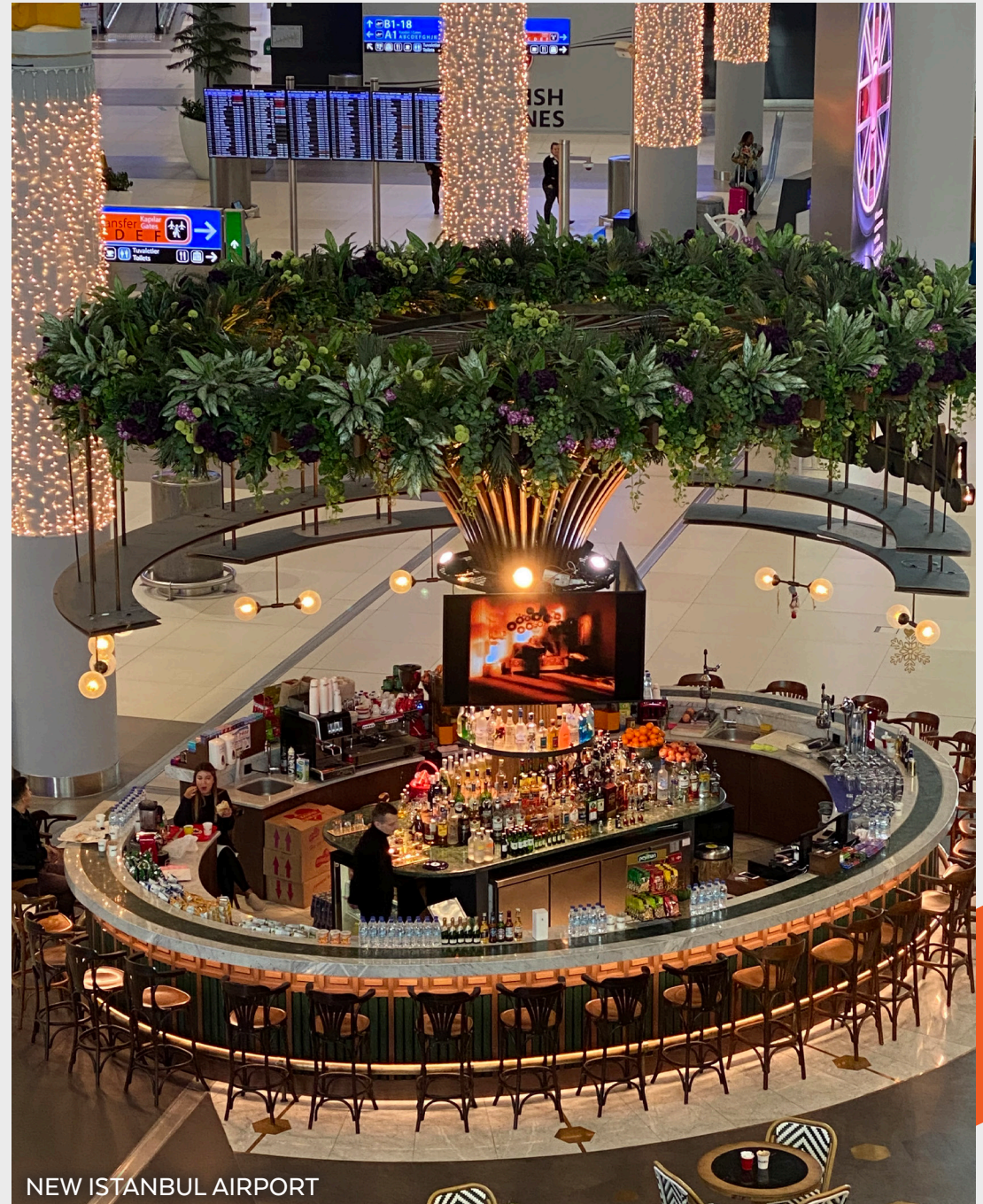
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CPI is the leading global airport commercial planning consultancy, based in Sydney, Australia. We work on airport development projects around the world.

Established in 1997, CPI's clients are airports and other operators of transport infrastructure and investors in the sector. We've been engaged on hundreds of airport projects globally, visiting and working on dozens of airports every year.

We optimise airport non-aeronautical businesses by improving performance through commercial strategy, planning and management.

We have been at the forefront of commercial innovation for many years, driving positive industry change. We combine the science of planning with the art of execution to deliver memorable, valuable spaces.



NEW ISTANBUL AIRPORT

CPI's core areas of expertise are:



Commercial master planning

Whether it's a new build airport, a terminal expansion or a redevelopment, we apply our bespoke approach to developing a commercial plan which will deliver the airport's strategic goals.

We consider current and potential future constraints and will often work with a broader project team or stakeholders, internal or external, to ensure that the agreed scheme will be flexible and sustainable in the short, medium and long term.

We put a commercial value on the plans we develop. And we stand behind our forecasts of financial performance.

Space & mix planning

Whether it's part of a larger development project, or a discrete piece of work, we review and advise on the optimal amount and layout of commercial space for each precinct of an airport.

It's often difficult for an airport to assess whether there is enough commercial space, of the appropriate type, in the right locations to provide the best service and maximise income. We do this by analysing airport data and plugging in our own data and insights.

Commercial strategy & business development

We work with airports to identify and deliver strategies to develop and award their commercial business. We develop realistic, achievable strategies which deliver measurable financial returns.

A typical project might incorporate an assessment of the size of a specific opportunity, analysis of the competitive marketplace, market outreach within that category or sub-category, and then identifying the appropriate strategy to take that opportunity to market.

Tender management & 'go to market'

CPI works with clients on all aspects of a typical tender process; from determining and valuing the initial opportunity to creating a tender programme and schedule, writing and creating the tender documentation, managing the competitive process, assessing submissions, and assisting with negotiating and awarding contracts. This can be undertaken for an entire airport, precinct, terminal, category or unit.

And of course we are also the leading provider of professional development training in the airports sector.

About this course

This course is the only professional development course dedicated to the non-aeronautical business of airports.

CPI has been at the forefront of delivering market-leading professional development courses for airport executives and management, travel retail professionals and associated stakeholders for over 20 years.

We have trained hundreds of the world's aviation industry professionals.

Since a version of this course was launched in 2000, this course has been attended by hundreds of delegates from airports and airport sector-related businesses worldwide.

We also developed and launched ACI's highly successful Certificate In Airport Commercial Management.

Who should attend?

Airport attendees are often in commercial, property or business development roles. They may also be drawn from other disciplines in the organisation such as finance or operations or may have been appointed to work on a masterplanning or development project with little previous experience of the non-aviation side of airport business.

The content

The course provides participants with expertise and insight into all core aspects of a successful airport commercial programme. 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 invited local and international subject matter experts to deliver a relevant and contemporary course centred 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 and building a strong, relevant commercial offer through customer research and segmentation, marketing and branding, advertising, digital and mobile technology and car parking.

A 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.

Attendees receive a Certificate of Achievement on completion of the course.

CPI Airport Commercial Development & Management Course

Monday July 29, 2024		Tuesday July 30, 2024		Wednesday July 31, 2024		Thursday August 1, 2024	
0845	Coffee and tea Welcome and introductions	0845	Coffee and tea	0845	Coffee and tea	0845	Coffee and tea
0900	Airports today and in the future - and the importance of non-aeronautical business - the evolution of an ever-changing industry! <i>Susan Gray</i>	0900	<i>Sydney Airport: An airport commercial case study. Mark Zaouk, Executive General Manager, Commercial, Sydney Airport</i>	0900	The Partner Selection Process - strategies for taking your commercial opportunities to market. <i>Jeremy Corfield</i>	0900	Developing an optimal airport media programme that is integrated with the customer journey and built environment. <i>Jeremy Corfield</i>
1030	BREAK	1030	BREAK	1030	BREAK	1000	BREAK
1045	Creating the optimal commercial programme; the fundamentals of planning a terminal to deliver commercial success. <i>Jeremy Corfield</i>	1045	The importance of integrating your customer experience and commercial strategies to drive revenue. <i>Susan Gray</i>	1045	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>	1030	Groups' presentation of planning projects
1230	LUNCH	1230	LUNCH	1230	LUNCH	12.00	Prize award for winning team. Presentation of Certificates of Completion for all attendees.
1330	How architecture and design can support delivery of commercial and customer experience goals, from an architect's perspective. <i>Mark Wolfe, Principal, Head of Aviation AUS/NZ Populous</i>	1330	Airport commercial contracts and business scenarios; developing a leasing plan for the commercial offer. <i>Jeremy Corfield</i>	1330	<i>Ancillary revenue generation: Unlocking value from the passenger journey. Craig Pring, Director, Growth APAC, CAVU</i>		
1500	BREAK	1500	BREAK	1500	BREAK	12.30	Course key take-outs & wrap up
1530	Terminal concession planning project briefing and group time	1530	Terminal concession planning project - group time	1530	Terminal concession planning project - group time		
1730	FINISH	1730	FINISH	1730	FINISH		
1800	Social Event & Dinner	1800	'Free' Evening	1800	Course Dinner		

What to expect

This is an intensive, fully-residential course hosted at a purpose-built, state of the art learning and development facility close to the heart of Sydney.

The course structure, relaxed atmosphere and interesting social programme provides an important and valuable opportunity for delegates to mix with speakers and each other, and making lasting connections with peers from airports around the world.

What's included

The course fee is fully inclusive of:

- All course materials
- Lunch and refreshments (limitless tea, coffee, water) Monday through Thursday
- Bed & Breakfast accommodation in a superior room for 1 person for 4 nights from Sunday July 28, 2024 - Thursday August 1, 2024
- Course dinner and social event Monday July 29, 2024
- Course dinner Wednesday July 31, 2024

All residential delegates are encouraged to arrive on the evening of Sunday July 28. Tuesday evening is left free for delegates to make their own arrangements.

The course finishes after lunch time on Thursday, allowing delegates to depart in the afternoon.

It is usually possible, though not guaranteed, to add additional nights at the beginning or end of the course at delegates' own expense. Please add your request on your registration form and we will contact you directly to discuss.

Non-residential packages for locally based attendees are available on request.

All fees are non-refundable but should a registered delegate be unable to attend for any reason, organisations may send an alternative delegate in their place.

Fees

The price per first delegate is AUD\$4995 +GST and then AUD\$4500 +GST for every delegate thereafter from the same organisation. Please register by completing our registration form on our website at www.concession-planning.com/training or email us directly on susangray@concession-planning.com

Terms and Conditions

Delegates may pay by credit card or request an invoice to pay by direct transfer. Receipts will be emailed when payment is received. Delegates' registration is not confirmed until payment is received.



Speakers

Susan Gray has spent nearly 25 years in the airports industry working initially in aviation journalism, then senior communications and business development roles for SSP, the leading airport F&B operator. Since joining CPI in 2010 Susan has been one of the leading airport commercial planning experts, working on airports of every size on every continent.

Jeremy Corfield has a 30-year career spanning global finance, media and digital businesses, focusing over the last 15+ years in the airports sector. A highly experienced airport commercial planner, Jeremy has unparalleled expertise and experience in the airport planning and development. He is also a highly experienced speaker and moderator.

Mark Wolfe is Principal, Head of Aviation AUS/NZ at global architectural design firm Populous, having previously spent 12 years with Hassell. Mark has around 25 years of experience leading major aviation and transport infrastructure projects in Australia, the UK, Europe and Africa.

Craig Pring is Director, Growth APAC for CAVU, developer and provider of solutions to drive ancillary revenue from the entire passenger journey. He was previously Chief Development & Strategy Officer, Pacific for retail and F&B provider Lagardère Travel Retail and he has held past roles in operations, buying, leadership and strategy with WH Smith and Newslink.

Mark Zaouk is the Executive GM Commercial at Sydney Airport. He is responsible for the airport's commercial strategy in a role encompassing a portfolio that includes leasing and management of retail, hotels, property, parking and ground transport. Mark has over 20 years of experience in commercial roles across the airport.



About the venue

The HC Coombs Centre for Financial Studies, owned and operated by the Reserve Bank of Australia as a dedicated training facility, is located in the heart of Kirribilli, with easy access to the Sydney CBD and stunning views across Sydney Harbour to the iconic Sydney Opera House and Harbour Bridge.

This is a fully residential course. Delegates are accommodated in their own en-suite bedrooms containing:

- Queen-sized bed
- En-suite bathroom
- Air conditioning - individually controlled
- Television
- Work desk and wireless internet access
- Tea and coffee maker

The Coombs Centre is a fully accessible facility, with a passenger lift that provides access to all floors. Accessible bathrooms and bedrooms are available. Other services available include:

- Laundry facilities (self service)
- Dry cleaning services (additional fee)
- Newspapers - in lounge areas
- Billiards Room
- Limited undercover parking
- Lounge and courtyard areas
- Daily housekeeping service on weekdays
- Local cafes, bars and shops are a few minutes' walk away, as is the local ferry wharf and bus and train services.
- We can also accommodate non-residential attendees - please contact us for details.



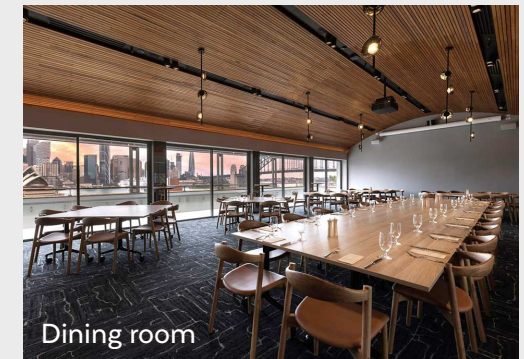
Ensuite



Bedroom



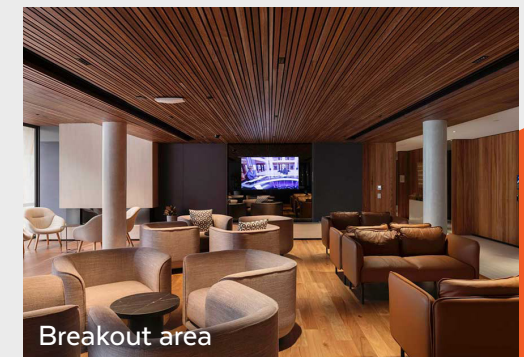
Conference room



Dining room



Lobby



Breakout area

Testimonials

“ This is a really insightful and super useful training course for any aviation/commercial delegate. The course programme is supported by demonstrable case studies, indicative of CPI’s breadth and wealth of their worldwide experience. It was great to attend, learn, work with and meet Jeremy and Susan and delegates from other airports and businesses. I very much recommend this course.”

Tom Diver,

Space & Strategy Planning Manager, London Heathrow Airport

“ Your course was great and got me some interesting ideas to try in our airports. You both are amazing experts who very visibly remain enthusiastic about their field. I will definitely recommend this course to my colleagues in the future.”

Aurimas Abisala,

Head of Sales, SE Lithuanian Airports

“ Awesome 4 days. Thanks to Susan and Jeremy for sharing your expertise and knowledge with the group. Great to make connections with fellow Airport commercial managers. Highly recommend this course to anyone involved in Travel Retail and F&B.”

Josh Aiken,

Manager - Property, Retail & Advertising at Sunshine Coast Airpor

“ Highly recommend your course to anyone in airport commercial. Your passion and knowledge in the field is inspiring and helpful for everyone wanting to understand better and succeed in this evolving business. You’ve taught me so much.”

Gunnhildur Erla Vilbergsdóttir,

Department Manager, Retail & F&B, Isavia

“ 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!”

Sarah Ong,

Assistant Manager, Airside Planning and Leasing, Singapore Changi Airport

“ To anyone in the industry, this is well worth serious consideration. Susan and Jeremy’s passion and experience flows through the sessions. You’ll be left with insight and knowledge that would otherwise take years to even get close to experiencing. Highly recommended!”

Stephen Martin,

Retail Director, London Stansted Airport

“ I highly recommend this course for anyone looking to improve, refresh and challenge their commercial skills and knowledge in airport environments. The course also highlights the vital relationship between commercial and operations divisions to deliver both financially viable and functional infrastructure and designs to support excellent customer experiences. I look forward to incorporating the philosophies in our current and future works with Airport Development Group.”

Melanie Cobbin,

Head of Terminal Operations - Airport Development Group

“ As someone who has previously focussed 100% on airport operations, I found this week educational and insightful. The facilitators, experts and classmates I have spent the week with have inspired me to broaden my thinking and refine our approach to customer experience and commercial development in our facilities. I can strongly recommend this course to all airport professionals.”

Paul McFarlane,

Head of Airport and Customer Experience, Newcastle Airport



Get in touch with us today:

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