

CPI Airport Commercial Development & Management Course Programme 2025

Monday October 13, 2025		Tuesday October 14, 2025		Wednesday October 15, 2025		Thursday October 16, 2025	
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	The importance of integrating your customer experience and commercial strategies to drive revenue. <i>Susan Gray</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	An airport commercial case study. <i>Guest speaker to be confirmed.</i>	1045	Category focus and F&B deep dive – getting the fundamentals right to unlock value. <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	<i>Guest speaker to be confirmed</i>	1330	Airport commercial contracts and business scenarios; developing a leasing plan for the commercial offer. <i>Jeremy Corfield</i>	1330	Lounges, premium experiences and services. <i>Susan Gray</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	13.00	Optional – lunch
1800	Social Event & Dinner	1800	'Free' Evening	1800	Course Dinner		