

MAXIMIZING AIRPORT REVENUES: LATEST TECHNIQUES 2017

12-14 DECEMBER 2017, LONDON

PROGRAMME

DAY I: 12 DECEMBER 2017

Arrivals, Coffees, Registration

Introductions, Ice Breakers, Experience Exchange

Session I: Background, Data, International Benchmarking of Success, Q&A:

- Improve your Customer Experience to Make More Money
- Why measure the passenger experience?
- What does a great passenger experience look like?

Networking Coffee Break

Session II: Analysis & Data: Fixing the Reasons why Pax Don't Buy, Q&A:

- Understanding buying behaviour & Intention to Purchase
- Getting passengers to Change their Mind
- Drivers of Satisfaction with Commercial Offering

Session III: How 11 common problems damage passenger experience, Q&A:

- Understanding common problems encountered by your passengers
- Quantifying the impact of each problems on passengers experience
- Prioritize issues based on loss of satisfaction and share of passengers impacted

Session IV: Panel: Designing new & re-modelling existing Terminals to Enhance Sales, Q&A:

- Landside - Ease of Access, parking, signage, security, check in – De stress the passenger
- Airside - De stressed passenger, bars, lounges, seating, signage, currency exchange, easy flight information
- Tricks & Tips: Jam Busters, Single Flow, Snake Passes, Space Allocation, Change from Pier Retail to Centralised Retail Zone etc.

Networking Buffet Lunch: Focus Group Exercise: **Hear Real Passengers (Frequent Flyers) share their experiences & Summary of the findings**

Session V: Leveraging airport capacity planning tools & Commercial space Planning Techniques, Q&A:

- Moving away from annual passenger metrics for improved fidelity
- Using terminal simulation to estimate foot-fall and optimise seating vs. walk-through spaces
- Integrating with aeronautical capacity – using passenger show-up profiles and target commercial dwell times to size processing facilities.



Session VI: Mix of Airport Concessionaires & offered Products, Q&A:

- Retail Intelligence
- Improved Brand Recognition
- Customer Profile Retail business
- Managing the right product mix at Your Airport
- Stimulating the senses and branding local Culture

Networking Coffee Break

Session VII: Key steps to Improve Alternative Revenue Sources, Q&A:

- Airport Cities: Real Estate & Land rent (offices, hotels, conference centres, medical centres, promotional areas)
- Retail, Premium Brands, Newsstands, Gift Shops
- F&B, Coffee, Bars, Restaurants
- Car Parks, Rental Cars, Ground Transport
- Advertising (placed on airport walls, billboards, buses)
- Duty & Tax Free income
- Currency Exchanges

Session VIII: Case Studies: State of the Art Case Studies to Drive Commercial Revenues, Q&A:

- Adaption to the Experiential Emotional Retail
- Captivate consumer to experience the Brand Story
- Making Memories & Sharing Experiences
- Immersive Storytelling with brand experiences
- Integrating F&B with Retail

Session IX: Case Study: Finding Airport Financing, Q&A:

- Examine the full range of funding options for Airport Concessions
- New Airport Hotel funding
- Joint Venturing, Subcontracting or Doing It Alone

Welcome Networking Drinks Reception & Prize Draw [with invited guests from London airports, concessionaires, airlines, suppliers and industry peers].

DAY II: 13 DECEMBER 2017

Arrivals, Coffees & Announcement of the Prize Draw Winner

Session I: Expanding Airport Partner Shop Opportunities: New ways to generate revenue, Q&A:

- Loyalty programmes
- Seasonal Marketing Program (Edmond International Airport)
- New Trends and Unexpected Possibilities
- Airport special events (Helsinki Airport Runway Fashion Show, Munich Airport Xmas Markets etc.)



Networking Coffee Break

Session II: **Value Based Pricing, Q&A:**

- What deals are available to concessionaires – Best Practice
- How are concessionaires placed within a terminal/airport
- How to manage concessionaires and organize attractive commercial facilities (Retail, F&B, other services)
- Types of concession contract(lease or rental) including how to impose operating fee
- Measurement Method of customer satisfaction level
- The strategy to increase sales of your retail shops using customer feedback)

Session III: **Latest Product Education to analyse & improve performance:**

- Javelin Group Terminal Apps to increase passenger spend
- Concession Analyzer +
- Airport Analytics (AA+)
- ALFA Airport Revenue Management Systems
- ProDIGIQ Lease Management System

Networking Buffet Lunch: **Videos of the 10 World's Best Airports for Shopping** [as per World Airport Awards]

Session VI: Group Work Exercise: **Experiential Discussions & Sharing Common Problems, Q&A:**

- To encourage more interaction with the delegates where everyone can share their own experiences and ask each other questions since they all might experience the same problems.
- Expert Discussion Exercise: Some points of counsel/improvement advice will be provided by the Expert

Networking Coffee Break

Session V: **Link the Future of Shopping to the Future of your Airport, Q&A:**

- Digital Transformation
- Integrating Technology for a Superior Experience
- Airport Apps: Engaging Pax in Real Time
- Giving consumers their Preferred Way to Pay

End of the day Farewell & Group Photos

DAY III: 14 DECEMBER 2017

- London Airport Airside Retail/Commercial Tour
- Farewell Lunch & Certificate Award

