BLACKBIRD FOR TRAINING

Strategic Airport Management

22 – 26 March 2027
Amsterdam (Netherlands)



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Introduction

The aviation industry is a dynamic and ever-growing sector, and airport management plays a crucial role in ensuring safe, efficient, and profitable operations. The airport management staff faces the complex task of overseeing all aspects of airport functions, from operations to financial management. This airport operations management course provides in-depth knowledge and practical tools to tackle the unique challenges airports face. Participants will learn how to align their operations with strategic goals, manage resources effectively, and drive sustainable growth. Whether you're involved in airport planning and development or aiming to enhance aviation strategy, this course will equip you with the expertise needed to excel in the aviation industry.

Course Objectives

This course is designed to provide you with the skills necessary to:

- Formulate aviation performance objectives and create a plan to achieve them within your airport operations.
- Learn to manage your staff, resources, facilities, and technology while focusing on meeting your strategic goals.
- Gain an understanding of hospitality management in the aviation sector and how it aligns with customer satisfaction and airport services.
- Effectively align marketing, financial management, and customer service activities with your airport's strategic goals.
- Learn to oversee expansion, manage funding, and maintain strong investor relations with a long-term perspective.
- Conduct ongoing evaluation and benchmarking exercises to measure the success of your airport's strategic activities.
- Ensure sustainable quality and compliance across the airport's business and operations, making quality a key driver for change and improvement.



Course Outlines

Day 1: Quality Management & Strategic Performance

- Quality management and the importance of benchmarking in airport operations.
- Utilizing the balanced scorecard for performance measurement.
- Understanding the organizational structure and aligning it with strategic goals in airport management.

Day 2: Strategic Planning & Financial Management

- Crafting master planning for effective airport strategic planning.
- Essential principles of airport financial management.
- Exploring management models and the role of outsourcing in airport operations.

Day 3: Risk, Talent, and IT Management in Air Transport

- Managing risks and responding to changes in the air transport industry.
- Effective talent management to build a skilled airport workforce.
- The role of information technology in enhancing airport operations and services.

Day 4: Aviation Marketing, B2B/B2C Relations, and Pricing Strategies

- Applying aviation marketing principles to increase airport visibility and customer engagement.
- Understanding B2B business-to-business and B2C business-to-consumer relationships within airport services.
- Incorporating hospitality management to enhance passenger experiences.
- Developing effective pricing strategies to maximize revenue from airport services.

Day 5: Aviation Positioning, Economics, and Business Environment

- Understanding aviation positioning and its role in the broader air transport system.
- Evaluating the aviation business environment and market forces that affect airport operations.
- Applying aviation economics and business concepts to the management of airport resources and services.



Why Attend This Course: Wins & Losses!

- Airport management training that equips you with essential tools and strategies to enhance your airport's efficiency and profitability.
- Practical skills in strategic management in the aviation industry, enabling you to make well-informed decisions and achieve long-term goals.
- Master the essentials of airport operations and management to improve airport performance and service delivery.
- A solid understanding of airport business management and financial management techniques, ensuring sustainable operations.
- Learn the key aspects of aviation strategy, enabling you to make informed decisions about airport growth, marketing, and customer service.
- Gain proficiency in international airport management, making you well-prepared for global airport operations.

Conclusion

This airport management course is designed for professionals who aspire to enhance their knowledge and skills in the management of airport operations. Whether you're aiming to strengthen your aviation strategy, refine your airport financial management skills, or enhance your ability to oversee airport planning and development, this course provides comprehensive training that covers all key aspects of airport business management. You will leave with a solid understanding of the critical functions required to effectively manage airport operations, align with strategic goals, and achieve sustainable results in a rapidly evolving industry.

Sign up now to begin your journey towards mastering airport operations management and gaining a competitive edge in aviation airport management!

