

## Strategic Airport Management

*Kuala Lumpur (Malaysia)*

*19 - 23 May 2025*

UK Training

# PARTNER



## Strategic Airport Management

Code: AV28 From: 19 - 23 May 2025 City: Kuala Lumpur (Malaysia) Fees: 4900 Pound

### Introduction

Aviation management staff have the challenging job of ensuring safe, efficient operation in a complex and growing business. This course uses intensive training and exercises to help you identify your airport's business challenges and address them at the individual, team, and unit levels. Learn key strategic management tools that will help you keep your operations in line with your strategy and deliver sustainable results.

### Course Objectives

- Formulating aviation performance objectives and plan the activities used to achieve them.
- Managing your staff, resources, facilities, and technology with a focus on attaining strategic goals.
- Introduction to Hospitality Management in the aviation sector.
- Aligning your marketing, financial management, and customer service activities to your strategic goals.
- Overseeing expansion, funding, and investor relations with a long-term focus.
- Conducting ongoing evaluation and benchmarking exercises to measure the success of your strategic activities.
- Ensuring sustainable quality and compliance across an airport's business and operations, using quality as a key driver for change.

### Course Outlines

#### Day 1 : Quality Management & Strategic Performance

- Quality management and benchmarking.
- Performance measurement: balanced scorecard.
- Organizational structure and strategic goals.

#### Day 2 : Strategic Planning & Financial Management

- Master planning.
- Financial management.
- Management models and outsourcing.

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

- Managing risks and changes in the air transport industry.
- Talent management.
- Information technology.

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



- Aviation marketing principles.
- Business-to-business B2B and business-to-consumer B2C relations.
- Hospitality Management.
- Pricing strategies.

Day 5 : Aviation Positioning, Economics, and Business Environment

- Positioning.
- aviation within the air transport system.
- The aviation business environment.
- aviation economics and business concepts.





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Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

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