

Strategic Airport Management

Madrid (Spain)

4 - 8 August 2025

UK Training

PARTNER



Strategic Airport Management

Code: AV28 From: 4 - 8 August 2025 City: Madrid (Spain) Fees: 5100 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.



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Anney (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)



Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER



Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



BLACKBIRD
FOR TRAINING



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



Sales@blackbird-training.com



www.blackbird-training.com

UK Training

PARTNER

