

## Strategic Airport Management

*Munich (Germany)*

*22 - 26 July 2024*

UK Training

# PARTNER



# Strategic Airport Management

Code: AV28 From: 22 - 26 July 2024 City: Munich (Germany) Fees: 4700 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 of Strategic Airport Management

- 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 of Strategic Airport Management

### Day 1

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

### Day 2

- Master planning
- Financial management
- Management models and outsourcing

### Day 3

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



#### Day 4

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

#### Day 5

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



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