

## Strategic Airport Management

*Cape Town ( South Africa)*

*17 - 21 August 2026*

UK Traininig

# PARTNER



## Strategic Airport Management

Code: AV28 From: 17 - 21 August 2026 City: Cape Town ( South Africa) Fees: 4000 Pound

### 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!





# Blackbird Training Cities

## Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



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)

### ASIA



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)  
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut





## Blackbird Training Cities

### AFRICA



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



MANNAI Trading  
Company WLL,  
Qatar



Alumina Corporation  
Guinea



Booking.com  
Netherlands



Oxfam GB International  
Organization,  
Yemen



Capital Markets  
Authority,  
Kuwait



Waltersmith Petroman Oil Limited  
Nigeria



Qatar National Bank  
(QNB),  
Qatar



Qatar Foundation,  
Qatar



AFRICAN UNION ADVISORY  
BOARD ON CORRUPTION,  
Tanzania



KFAS  
Kuwait



Reserve Bank of  
Malawi,  
Malawi



Central Bank of Nigeria  
Nigeria



Ministry of Interior  
Kingdom of Saudi Arabia  
KSA



Mabruk Oil Company  
Libya



Saudi Electricity  
Company,  
KSA



BADAN PENGELOLA  
KEUANGAN Haji,  
Indonesia



NATO  
Italy



ENI CORPORATE  
UNIVERSITY,  
Italy



Gulf Bank  
Kuwait



المؤسسة العامة للتأمينات الاجتماعية  
General Organization for  
Social Insurance  
KSA



Defence Space Administration  
Nigeria



National Industries  
Group (Holding),  
Kuwait



Hamad Medical  
Corporation,  
Qatar



USAID  
Pakistan



STC Solutions,  
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS  
UN.



هيئة تنظيم الكهرباء - عمان  
AUTHORITY FOR ELECTRICITY REGULATION, OMAN  
Authority for

UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Entertainment & Leisure  
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

Artificial Intelligence (AI)  
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



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



+44 7401 1773 35  
+44 7480 775526



[Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)



[www.blackbird-training.com](http://www.blackbird-training.com)

