

Strategic Airport Management

Cape Town (South Africa)

13 - 17 October 2025

UK Traininig

PARTNER



Strategic Airport Management

Code: AV28 From: 13 - 17 October 2025 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)



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)
Korea



Phuket (Thailand)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Seoul (South)



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

Booking.com
Netherlands



OXFAM

Oxfam GB International
Organization,
Yemen



Capital Markets
Authority
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



مؤسسة قطر
Qatar Foundation

Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



مؤسسة الكويت للتقدم العلمي
Kuwait Foundation for the Advancement of Sciences

KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia

Ministry of Interior,
KSA



Mabruk Oil Company
Libya



الشركة السعودية للكهرباء
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



الصناعات الوطنية
القابضة
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

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

 www.blackbird-training.com

