

# Strategic Airport Management: Optimizing Operations & Growth

16 – 20 August 2027  
Amsterdam (Netherlands)

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## Strategic Airport Management: Optimizing Operations & Growth

**Ref:** 321390\_158116 **Date:** 16 – 20 August 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

### Why This Course

Airports today operate in an increasingly competitive and fast-changing environment shaped by rapid technological advancements, evolving passenger expectations, regulatory pressures, and sustainability demands. To succeed, airport leaders must balance strategic planning, operational efficiency, financial performance, and stakeholder engagement — all while driving long-term growth and resilience.

The Strategic Airport Management & Operational Excellence Program is an intensive 5-day course designed for airport managers, aviation executives, and professionals seeking to elevate their strategic leadership capabilities. This program provides a comprehensive view of modern airport management, blending strategic frameworks with hands-on tools to optimize operations, enhance revenue streams, and strengthen stakeholder relationships.

Through practical exercises, case studies, and forward-looking insights, participants will develop the skills needed to navigate the complexities of airport ecosystems and drive sustainable success.

### What You'll Learn and Practice

By the end of this program, participants will be able to:

- Design and implement strategic airport plans that support long-term growth
- Optimize operational performance across airside and landside environments
- Strengthen financial management and unlock new revenue opportunities
- Improve airline partnerships, passenger experience, and community relations
- Implement sustainable development and innovation-driven initiatives
- Lead airports effectively through change and future challenges

### The Program Flow

#### Day 1 - Strategic Planning & Airport Economics

- Global airport business models and emerging industry trends
- Strategic planning frameworks and long-term vision development
- Airport economics, financial management, and budgeting principles
- Airport performance measurement, KPIs, and benchmarking

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A graphic of a chessboard with several chess pieces (king, queen, rook, knight, and pawns) in gold and silver, set against a background of concentric circles.

## **Day 2 - Airport Operations & Capacity Management**

- Optimization of airside and landside operations
- Capacity planning, demand forecasting, and congestion management
- Air traffic management processes and slot allocation strategies
- Integrating technology to enhance operational efficiency and safety

## **Day 3 - Commercial Development & Revenue Management**

- Developing non-aeronautical revenue streams retail, concessions, real estate
- Retail planning and concession performance optimization
- Airport marketing, branding, and route development strategies
- Pricing models, aeronautical charges, and commercial strategy alignment

## **Day 4 - Stakeholder Management & Customer Experience**

- Strengthening airline relationships and collaborative decision-making
- Enhancing the passenger journey and customer experience design
- Community engagement, noise management, and environmental sustainability
- Crisis communication, resilience planning, and operational recovery

## **Day 5 - Future-Proofing & Innovation in Airport Management**

- The role of emerging technologies in shaping the airport of the future
- Smart airport concepts, digital transformation, and automation
- Sustainable airport development and green infrastructure
- Leading organizational change and building a culture of innovation

## **Individual Impact**

Participants will leave the program with:

- A complete strategic plan tailored to their airport's unique vision and challenges
- Practical tools to optimize daily operations and maximize resource utilization
- A revenue enhancement roadmap leveraging both aeronautical and non-aeronautical streams
- A stakeholder engagement and communication framework
- Stronger leadership capabilities to manage change and drive innovation

## **Organizational Impact**

Airports and aviation organizations will benefit through:

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is checkered, and there are concentric circles in the background.

- Improved operational efficiency and reduced bottlenecks
- Enhanced financial performance and diversified revenue sources
- Strengthened relationships with airlines, passengers, regulators, and communities
- More resilient and future-ready airport operations
- A leadership pipeline capable of navigating growth and transformation

## Training Methodology

The program incorporates a dynamic, experiential learning approach including:

- Real airport case studies and benchmarking insights
- Scenario-based exercises and strategic planning workshops
- Group discussions, simulations, and collaborative problem-solving
- Tools, templates, and models for operational and financial optimization
- Expert-led sessions integrating global best practices and innovation trends

## Beyond the Course

Participants will return ready to:

- Execute strategic initiatives that elevate airport performance
- Lead cross-functional teams and manage complex operational environments
- Strengthen commercial and stakeholder partnerships
- Drive continuous improvement and long-term sustainability
- Prepare their airports to thrive in the next era of global aviation

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is checkered, and there are concentric circles in the background.