

REVITALIZING AIRPORT STRATEGIC PLANS

May 21, 2024
9.00am – 1.00pm
MAD time



LIVE WEBINAR

 **ITAérea**
Aeronautical Business School



**AIRPORTS
COUNCIL
INTERNATIONAL**

Revitalizing Airport Strategic Plans

Professional Certificate Course

Delivery: Virtual. May 21, 2024 | 9.00am – 1.00pm MAD time

Duration: 1 days (4 hours total)

Available languages: English

Aim

Strategic planning is essential for an airport to remain viable and to promote sustainable growth. The Strategic Plan reflects the examination of the macro-economic environment, key aviation industry trends that impact an Airport, a SWOT analysis of strengths, weaknesses, opportunities and threats, quality service assessment of air services and a review of airport development opportunities. Based on the results of this assessment, a number of key strategies are then developed to achieve the airport's vision and help guide the airport over the next five (5) years or longer. In addition, this plan is directly linked to the Airport Master Plan and the Investment Attraction and Marketing Plan. The Strategic Plan also includes performance measures to track progress on an annual basis.

Learning Objectives

Upon completing this training, participants will be able to understand the need for and develop and Airport Strategic Plan.

The purpose of an Airport Strategic Plan is:

- to review and possibly reset the strategic direction for efficient/economic airport development
- to outline air service, land and terminal development priorities
- to provide for the development of additional aviation and non-aviation uses of an airport
- to communicate to the public the objectives for future uses of airport lands and growth of the airport
- to minimize potential conflicts between uses and users of the airport
- to ensure compatibility with the areas surrounding the airport.

Target Audience

- Airport Manager/Executive Director/CEO/Airport Board of Directors
- Airport Finance Directors, Managers
- Airport Marketing and Commercial Managers
- World Business Partners
- Financial Institutions • Government Officials

Course Content

- Strategic Planning Fundamentals
- Business Planning Cycle
- Aeronautical vs. Non-aeronautical revenues
- Integration with Local Planning strategies
- Collaboration with Stakeholders
- Creating a Mission, Vision, Core Value Statements
- Key Success Drivers and Goals
- SWOT Analysis
- Strategic Priorities

Enrolment

Please contact info@itaerea.es for further information.

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