

Airport Commercial Revenue Development 2011

Venue: Cranfield Management Development Centre LR 19

Monday 14 November

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| 0900 | Introduction to the course
Romano Pagliari
Cranfield University |
| 0915 | Overview of airport commercial revenues & the concession planning process
Frank Gray, CPI |
| 1045 | Break |

Tuesday 15 November

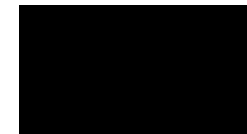
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|------|---|
| 0900 | Airport Case Study: Oslo Gardermoen
Roar Odegaard
Oslo Airport |
| 1030 | Break |
| 1045 | An F&B operator's view of trading in airports
Lars Crone
Valgold Enterprises Limited |

Wednesday 16 November

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| 0900 | Market research & concession planning
Frank Gray
CPI |
| 1030 | Break |
| 1045 | E-commerce and commercial revenue growth
Chris Wormley & Alec Hodgson
Independent Consultants |

Thursday 17 November

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| 0900 | Terminal concession planning project |
| 1030 | Break |
| 1100 | Presentations of terminal concession planning project |
| 1300 | COURSE ENDS |



1100	Contracts type, tendering process, monitoring performance Frank Gray CPI	1215	Lunch	1200	Planning airport advertising Phil Weake Compass International Media	0900	Terminal concession planning project
1230	Lunch	1330	The influence of terminal design on maximising duty free sales potential Bebe Branns Gebr. Heinemann	1330	Lunch	1030	Break
1330	Planning the landside/airside retail / F&B mix & forecasting sales Peter Orlando CPI	1500	Break	1430	Terminal concession planning project	1100	Presentations of terminal concession planning project
1500	CPI	1515	Terminal concession planning project	1600	Key issues affecting the airline industry Frankie O'Connell Cranfield University	1300	COURSE ENDS
1515	Break	1730	Finish	1730	Finish		
1730	Terminal concession planning project			1930	Course Dinner in CMDC		
1945	Finish						
	Bus leaves outside Hotel for 10-pin bowling in Milton Keynes						

