

Airport City Academy – In-House Course at [REDACTED]

Agenda

Day 1 (in-person at [REDACTED])

09.00 Coffee & technical check

09.15 Welcome & Introduction

Overview of course objectives, agenda, and learning outcomes. Participants introduce themselves.

09.45 Module 1. Key Drivers of Landside Development (M. Hirsh)

Introduction to the four key drivers of successful landside development, illustrated with case studies relevant to [REDACTED]. Topics include target customers, investors, land uses, development parties, branding and positioning strategies.

11.00 Coffee

11.15 Module 2. Developing & Managing Airport Real Estate (P. Horst)

Overview of airport real estate development and management models, highlighting pros and cons of each model. Topics include key products, service levels, and product-market combinations; investment attraction; strategies for an “early win.”

12.30 Lunch

13.30 Module 3. Site visit to [REDACTED] Landside

Walking tour of landside areas currently being considered for (re)development. Discussion of site-specific opportunities and constraints.

14.30 Coffee

14.45 Module 4. [REDACTED]'s Current Development Strategy ([REDACTED] team)

Presentation by [REDACTED] team of work completed so far, key objectives for coming 12 months, open questions to be decided. Comments and recommendations from M. Hirsh and P. Horst. Itemize existing documentation and identify any missing data.

16.00 Coffee

16.15 Wrap-up discussion and transfer to dinner

17.00 Team-Building Dinner

Day 2 (in-person at [REDACTED])

09.30 Coffee

09.45 Introduction: review of Day 1 & overview of Day 2

10.00 Module 4. Emerging Trends in Landside Development (M. Hirsh and P. Horst)

Overview of emerging trends and their potential impacts on [REDACTED], including climate change and decarbonization strategies. Discussion of non-financial performance indicators.

10.45 Coffee

11.00 Module 5. Next Steps: Key Tasks for 2023/2024

Draft a road map of key tasks for the coming 6-12 months, including a prioritization of needs and a to-do list of next steps. Discussion of staff roles/responsibilities.

12.00 Lunch

13.00 Executive Session

Presentation of course findings and recommendations, followed by a discussion with [REDACTED] executive board.

14.00 Debriefing with [REDACTED] team. Prepare agenda for follow-up session.

15.00 End of Day 2

Day 3 (online)

10.00 Follow-Up Session

A two-hour session will take place ca. four weeks after the initial course dates. It provides an opportunity to address questions that emerged from the training, and to review and revise the road map.

Technical Requirements

The following items are necessary to conduct the course:

- a meeting room that can comfortably fit the number of expected participants
- room is equipped with a laptop, projector, and wireless remote control
- room includes paper, pens, and a printed workshop agenda for all course participants
- catering (lunch and coffee breaks, see above)
- a team-building dinner at the end of Day 1 is optional, but strongly recommended