

A few of those who've attended our courses!

Abidjan Airport (AERIA)
ACI Africa
ADAC
Adelaide Airport
Aena
Aer Rianta
Aerodrom Ljubljana
Aeroport de Quebec
Aeroport International de Vatry
Aeroports de Montreal
Aeroports de Paris
Aeroports du Cameroun
Africa (ACSA)
Airport Authority Hong Kong
Airport Mombasa Moi
Airports Authority Trinidad and Tobago
Airports Company South
Airports of Mauritius
Amsterdam Airport Schiphol
ANA Aeroportos de Portugal S.A
ASA Mexican Regional Airports
Astana Airport
ASUR
Athens International Airport S.A.
Auckland International Airport Limited
BAA Stansted
Bangalore Airport
Belfast International Airport
Benin Airports
Berlin International Airport
Birmingham International
Blackpool Airport
Bologna Airport
Brisbane Airport
Bristol International Airport
Brussels International Airport Company
Brussels South Charleroi Airport SA
Budapest Ferihegy Airport
Cagliari Airport
Cancun International Airport
Cardiff Airport
Castellon Airport
Christchurch International Airport
Civil Aviation Authority of Finland
Civil Aviation Authority of Singapore
Civil Aviation Authority of Zimbabwe
Cologne/Bonn Airport
Copenhagen Airport
Cork Airport
Cozumel Airport
Curacao Hato Airport
Dar Es Salaam International Airport

Don Quijote Airport
Douala Airport
Dubai International Airport
Durham/Tees Valley Airport
Dutch Regional Airports
Edmonton International Airport
Eindhoven Airport
Enschede Airport Twente
Exeter Airport
Faro Airport
Federal Airport Authority of Nigeria (FAAN)
Florence Airport
Frankfurt Airport
Fujairah International Airport
Ghana Civil Aviation Authority
Goteburg-Landvetter Airport
Grand Rapids International Airport
Guadalajara Airport
Guernsey Airport
Hamburg Airport
Harare International Airport
Hartsfield Atlanta International Airport
Helsinki Airport
Hewlett Packard
Hochtief Airports
Hong Kong Airport Authority
Huatulco Airport
Humberside International Airport
Istanbul Sabiha Goken
Kalamazoo International Airport
Katowice International Airport
Kenya Airports Authority
Knock Airport
Kotoka International Airport
Krakow Airport
LFV
Liverpool John Lennon Airport
Lome International Airport
London Biggin Hill
London Gatwick Airport
London Luton Airport
London Southend
Lusaka International Airport
Macau International Airport Company
Malaysia Airports
Malaysian Airports Berhad
Malmo Airport
Manchester Airport
Marseille Provence Airport
Merida Airport
Mexico City Airport
Miami International Airport

Minatitlan Airport
Monroe County-Mth Airport
Munich International Airport
Namibia Airports Company Limited
Nanjing Lukou International Airport
Naples International Airport
National Airports Corporation Ltd
Newcastle International Airport
NMIA Airports Ltd
North Carolina Global Transpark Authority
Oman Airport
Operations Limited
Orebro-Bofors Airport
Oslo Airport
Ostend-Bruges Airport
Oxford Airport
Pacific Airport Group Mexico
Paducah International Airport
Peel Airports
Peninsula Airport Company
Perth Airport
Phnom Penh (Cambodia Airport Management Services)
Pisa Airport
Pittsburgh International Airport
Polo Airport
Port Columbus Airport
Porto Airport
Prestwick Airport
Riga International Airport
Sabah Tourism Board
SAVE SpA Venice Marco
Shannon Airport
Sofia International Airport
Southwest Florida International Airport
St Petersburg – Pulkovo Airport
State of Guernsey
Stuttgart Airport
Sydney Airport Corporation
Tallinn Airport
Tampa International Airport
Tanzania Airports Authority
Tapachula Airport
Tri-Cities Regional Airport
Tunisian Airport Authority
Veracruz Airport
Verona Airport
Villahermosa Airport
Vinci Airports
Windhoek Airport
Zagreb International Airport



Route
Development
Training
Programme
2008 – 2009





It's my pleasure to present the ASM Training Programme for 2009.

Over the last decade hundreds of people have attended our various programmes around the world and benefitted from the experience, sharing of knowledge and perhaps as importantly the long term relationships that have been established with other airport marketeers.

In this year's programme I am delighted to include a range of new courses that cover both Air Cargo Development and Air Cargo Security; two increasingly important areas for our industry.

With a constantly evolving range of case studies and the sharing of practical experience from members of the ASM team I believe that the 2009 programme will offer the most successful and stimulating range of courses for delegates.

I look forward to seeing you at one of our training programmes in 2009.

Regards

John Grant
Managing Director, ASM Ltd.

Information on the ASM team can be found at www.asm-global.com

Contact Details

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Route Development Training

Air Cargo Security Training

Airfield Operations & Crisis Management

The Fundamentals of Route Development*

16-18th March 2009 (Manchester, UK)

27-29th April 2009 (Manchester, UK)

1-3rd June 2009 (Kuala Lumpur, Malaysia)

6-8th July 2009 (Manchester, UK)

In the world of route development the airline/airport relationship is now centre stage. It is critical that airports understand the airline's needs in order to maintain existing services as well as to grow. "The Fundamentals..." will help all airports to improve their chances of success in the new competitive environment facing the industry.

"The Fundamentals..." is structured in three distinct stages designed to give you a clearer understanding of your airport's market opportunity, your airline customers, and most importantly, how best to deliver new routes.

"The Fundamentals..." is more than just a learning experience; delegates undertaking the course are expected to undertake the following:

- A marketing positioning review and strategy for their airport
- Route traffic forecasting
- Route and airline target setting
- Design a target campaign plan, outlining how to win a new route.

The course is a mix of case study and exercise-based sessions drawing upon the issues faced by the participating delegates and supplemented with real-life examples from our experienced training team.

Understanding your market

- Researching your market - Assessing your market strengths
- Exploiting your catchment area
- The value of your market to airlines.

This is an interactive module designed to help you develop a true understanding of the market opportunity your airport presents, appraise competition and understand your current position.

Understanding your customers

A sector-by-sector look at your airline customers, addressing the following key issues:

- What is the operating environment of airlines
- How do they operate and what are they looking for in airports
- How do they make their decisions
- How to forecast with credibility
- Understanding airline operating costs and profitability
- What constitutes a profitable opportunity.

Sectors covered: full service scheduled airlines, low cost carriers, tour operators and charter airlines, cargo carriers.

Delivering new routes

From constructing a proposal to airlines to securing that new route, this module offers a practical guide to delivering new air services to your airport:

- How to develop a target campaign management system to ensure the optimum approach to winning a new route
- Presenting to airlines
- Financial incentives and their value, implementation and impact
- Negotiating to secure the airline's business.

* suitable for all levels of experience



Route Support and Incentives

2nd March 2009 (Manchester, UK)

In the current competitive climate, airlines are demanding more financial support and incentive programmes for new routes and existing services. On this course delegates will learn about the latest approaches to route support from around the world, examine the policy and legal framework within which this activity sits and looks at the practical application of route support when negotiating with airlines.

Route support today

- Airline expectations and the need for route support
- Custom and practice worldwide
- Resource gathering, stakeholder support and management.

Policy and legal guidelines

- What the regulators allow
- Determining a deliverable route support programme for your airport.

Route support in practice

- Different airline strategies/requirements/desires
- What to expect from full service carriers, low cost carriers and tour operators/cargo carriers
- Negotiations and the application of route support.

Economic Impact

3rd March 2009 (Manchester, UK)

Understanding and demonstrating the economic value of your airport is increasingly important in terms of making the case for growth and in gaining the support of local communities.

This course will provide airports with the following:

- Understanding the economic impact of airports
- Measuring the wider impacts
- Measuring air service connectivity
- Making the case for support – cost/benefit analysis.



Traffic Forecasting, Theory and Practice

19th-20th March 2009 (Manchester, UK)

The aim of this course is to familiarise delegates with the most commonly used techniques and put them into practice, leaving them equipped to undertake their own forecasting activity. Forecasting encompasses differing methodologies and concepts that can adapt to the type of market in question, such as market stimulation and market share penetration. Delegates will be given an introduction to these and other types as listed below:

Review of methodologies and concepts

- Catchment area penetration
- Market share: Capacity share
- Frequency share
- QSI – Quality of service indicators
- Stimulation and attrition of traffic.

Methodologies

- Examining the detail of using the above forecasting techniques
- Practical session, undertaking traffic forecasts using each methodology.

Forecasting case study

- Delegates are given a new route opportunity to forecast using their preferred methodology of choice.

Meeting and Presenting to Airlines

9th July 2009 (Manchester, UK)

This course focuses on the key skills to ensure your meetings are amongst the best and shows how your airport can stand out from the crowd in an increasingly competitive environment.

This course provides a blend of study on key meeting and presentation skills.

The airline audience

- What interests airlines
- What ‘turns off’ airlines
- The art of structuring meetings content and presentation formats
- Presentation and document formats.

Meeting skills

- Meeting etiquette
- Practical meeting tips
- Meeting impact
- Presentation skills
- Sales skills.

Route Development Events

- Which events to attend
- How to plan your approach
- What to expect from these types of events.

Meetings in practice

- How and when to undertake meetings and presentations with airlines
- Who to meet with at what stage in the negotiation process.

Cargo Route Development for Airports

17th-18th November 2008 (Manchester, UK)

13-14th July 2009 (Manchester, UK)

Developing your airport’s cargo strategy as part of its route development strategy. All airports should ideally have a well developed cargo strategy.

Aimed at route development managers who are not so familiar with cargo, as well as more experienced cargo managers:

- The process of cargo
- The links in the supply chain
- Understand how influential your airport is
- What flies and why
- The importance of cargo revenue to airlines’ route development
- Generating value added revenue from cargo activities
- Understanding the freighter operators decision making process.





Airport Strategy Day

Aimed at senior managers/directors, a structured day to evaluate and refresh your network strategy or to generate ideas for a new strategy.

- Competitive Review
- Industry Dynamics
- Route Development
- Implementation Issues.

Route Development Sales Campaign Workshop

Specific Route Development Sales campaigns for those staff within the airport tasked with delivering new routes. The course covers most recent trends and what senior managers should be doing to secure their share of the market.

Understanding the Airline Industry (1/2 day course)

This course is designed for all airport employees, in particular new staff, and those whose day to day role does not involve regular interaction with airlines. It is designed to ensure everyone working for an airport has an understanding of their primary customer – the airlines.

The course covers key industry trends and looks at the different types of airlines that may fly into your airport and examines their core characteristics:

- Key Industry Trends
- Full Service and Network carriers
- Low cost carriers
- Charter airlines
- Cargo airlines.

Throughout the training season ASM will offer a variety of “hot topic” workshops, reacting to the latest issues facing airports and ensuring your airport can be amongst the first to respond.

For the latest workshops on offer visit the training pages of the ASM website www.asm-global.com

To discuss how we can deliver a bespoke in-company training package to your airport contact:

Sadie Platt, Training Programme Manager.

Tel: +44 (0) 161 234 2700

Fax: +44 (0) 161 234 2727

Email: sadie.platt@asm-global.com

Bespoke In-Company Training Packages

ASM can also deliver bespoke training packages that integrate with your existing corporate training programme.

Route development impacts on an ever wider range of functions within airport management and development. By adding ASM's innovative training approach via a bespoke module to your in-house programme you can broaden the understanding of this increasingly complex discipline.

ASM's **In-Company Training** provides you with the following benefits:

- Experienced trainers who are also practioners of route development, between them ASM's team of trainers have over a 100 years of route development experience!
- A tailored programme developed with your input to meet your needs and the opportunity to open up participation to a wider audience (for example operational staff).

ASM's In-Company Training is based on the following programmes:

The Fundamentals of Route Development

Suitable for managers of all levels this is the most innovative introduction to route development available in the marketplace.

Air Cargo Security Training **New for 2009*

Delivered by



and approved by



All air cargo security training courses are approved by the UK Department for Transport (DfT) and meet the criteria of the Aviation Security (Air Cargo) Regulations 1993. All courses are delivered by an approved DfT Air Cargo Security trainer.

A choice of course dates will be available, however courses can be arranged to meet specific needs whether it's a single or group booking, at a time and location to suit you, with the option of on-site training.

In addition to the UK mandatory air cargo security courses, an awareness air cargo security course has been developed for non-UK airports, airlines and those within the industry wishing to understand the basics of air cargo security.

Air Cargo Security Training Level 1 (1 day)

Staff whose job affects cargo security, including all staff who prepare cargo documentation, hand search cargo, work in areas open to the public, control access to warehouse or premises, check documentation and consignments. Refresher training mandatory every 2 years.

Air Cargo Security Level 2 - Supervising Security (1½ days)

Supervisors of Level 1 staff, or staff who have day-to-day responsibility for Air Cargo Security procedures. Refresher training mandatory every 2 years.

Air Cargo Security Level 3 - Managing Security (2 days)

This course is intended for 'Appointed Security Managers' as nominated in your Security Programme and Management with site security responsibilities. Includes instruction on the preparation of the Security Programme and is essential for 'Regulated' status and those who intend to train their own Level 4 staff.

Air Cargo Security Level 4 (1 day)

For all other staff not covered in Levels 1,2,3, this includes drivers responsible for KNOWN CARGO. Repeat training advisable every 2 years.

Air Cargo Security Awareness training (1 day)

For all other staff not covered in Levels 1,2,3, this includes drivers responsible for KNOWN CARGO. Repeat training advisable every 2 years.

Non-UK airports and airlines wishing to have a broad understanding of air cargo security in general and the system in particular can request an in-company training course which adheres to the UK DfT guidelines.

Prices and course dates on application. Please contact:

Sadie Platt

Training Programme Manager

Tel: +44 (0) 161 234 2700

Fax: +44 (0) 161 234 2727

Email: sadie.platt@asm-global.com



Airfield Operations and Crisis Management

**New for 2009*

Run in association with Airport Solutions.



An Introduction to Airfield Operations (3 days)

23-25th March 2009

This course has been specifically designed to give an appreciation of the International Regulations applied at airports which ensure a safe and efficient operation.

The training will be delivered at “entry level” and the course will make use of case studies and best practice, enabling delegates to share expertise with their fellow delegates.

The topics to be covered include:

- International Aviation Regulation
- Aerodrome Licensing and Certification
- Safety Management System
- Aerodrome Developments
- Aerodrome Inspections and Auditing
- Emergency Planning
- Wildlife Hazard Management
- The Impact of Low Cost Carriers
- Winter Operations and Adverse Weather
- Air Traffic Control
- Rescue and Fire Fighting
- Incident and Accident Investigation.

An Introduction to Crisis Management and Emergency Planning (2 Days)

26-27th March 2009

Knowledge of Crisis Management and Emergency Planning is a fundamental part of Airport Management.

This course has been designed to give the essential knowledge which will prepare your management team for those events that inevitably happen when you are least expecting them!

The training will be highly visual making use of Case Studies which examine actual events that have taken place at airports in all continents.

The topics to be covered include:

- The Airport Emergency Plan
- Acts of Unlawful Interference
- Risk Management
- Media Management
- The Crisis Management Team
- Accident and Incident Investigation
- Insuring the Risk
- Minor and Major Aircraft Accidents - Lessons Learned
- Aircraft Recovery
- Terminal Evacuation and Temporary Facilities
- Compassion and Care for Passengers, Relatives and Staff.

An Introduction to Airport Development (2 days)

30-31st March 2009

The course is ideal for Airport Managers and Staff who are about to embark on a development programme. The delegates will be given detailed information based on actual experience of managing airport developments from “Concept to Commissioning”.

The training will be highly interactive making use of Case Studies and open discussion between delegates who will be encouraged to share their own experiences.

The topics to be covered include:

- Passenger and Aircraft Movement Forecasting / Capacity Analysis
- Concept Design / Detailed Design
- Types of Contracts
- The Tender Process
- Choosing the Contract
- Project Management and Oversight
- Risk Management
- National and International Regulations and Regulatory Approval
- Stakeholder Involvement
- Commissioning the project
- Airport Master Planning.

Case Studies:- New Terminal, Runway Resurfacing, New Runway.



The Fundamentals of Route Development

16-18 March 2009, (Manchester, UK), 27-29 April 2009 (Manchester, UK), 6-8 July 2009 (Manchester, UK)

1-3 June 2009 (Kuala Lumpur, Malaysia)

PRICE PER DELEGATE UK* **£2495**

*3rd delegate or more @ 50% discount (£1248 per 3rd delegate or more) – UK only

No of Delegates

PRICE PER DELEGATE MALAYSIA **£1995**

No of Delegates

Delegate Details (PLEASE COMPLETE ONE FORM PER DELEGATE)

Name	<input type="text"/>	Email	<input type="text"/>
Job Title	<input type="text"/>	Address	<input type="text"/>
Organisation	<input type="text"/>		<input type="text"/>
Tel	<input type="text"/>	Zip/Postcode	<input type="text"/>
Fax	<input type="text"/>	Country	<input type="text"/>

One Day Courses (Manchester, UK)

Route Support and Incentives	2nd March 2009	Price per Delegate	£1095.00
Economic Impact	3rd March 2009	Price per Delegate	£1095.00
Traffic Forecasting, Theory and Practice	19th-20th March 2009	Price per Delegate	£1695.00
Meeting and Presenting to Airlines	9th July 2009	Price per Delegate	£1095.00
Cargo Route Development for Airports	17th-18th November 2008	Price per Delegate	£1695.00
	13th-14th July 2009	Price per Delegate	£1695.00

Airfield Operations and Crisis Management

An Introduction to Airfield Operations	23-25th March 2009	Price per Delegate	£1750.00
An Introduction to Crisis Management and Emergency Planning	26-27th March 2009	Price per Delegate	£1495.00
An Introduction to Airport Development	30-31st March 2009	Price per Delegate	£1495.00

Payment Details

Cheque enclosed	<input type="checkbox"/>	Please invoice (UK only)	<input type="checkbox"/>	Purchase Order No.	<input type="text"/>	Credit Card	<input type="checkbox"/>
Visa / Mastercard / Amex / Switch Number:	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Expiry Date	<input type="text"/>	<input type="text"/>	<input type="text"/>	Issue No (Switch Only)	<input type="text"/>	<input type="text"/>	<input type="text"/>
Account Name	<input type="text"/>	Cardholder's Signature	<input type="text"/>				

Please note that payment is required in advance. ASM reserves the right to refuse admission if payment is not received. *UK courses will be subject to VAT at 17.5%.

How to Book

Fax or send this form to: Sadie Platt, Training Programme Manager
 Airport Strategy and Marketing Ltd, 113-115 Portland Street, Manchester M1 6DW, United Kingdom.
 Tel: +44 (0) 161 234 2700 Fax: +44 (0) 161 234 2727 Email: sadie.platt@asm-global.com Web: www.asm-global.com

Included in the fee: The fee for this seminar includes all written materials and daytime refreshments. A VAT invoice will be sent to you acknowledging your booking.
 Substitutions/Cancellations: Upon receipt of your payment, your place will be confirmed. Any cancellation must be received in writing, at least 14 days prior to the commencement of the course and a cancellation fee of 10% + VAT will be incurred. Once within this period, no fees can be refunded but substitute delegates can be named up to the start of the programme. The organisers reserve the right to refuse registration and/or attendance of any delegate at any time and without stating a reason.
 Important Note: This booking form constitutes a legally binding contract. It may be necessary for reasons beyond the control of ASM Ltd. to change the content and timing of the programme or the date. In the unlikely event of the programme being cancelled, ASM Ltd. will automatically make a full refund but disclaim any further liability.