



## CIFAL Atlanta- Airports and economic development

### Personas

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Tipo:	Workshop
Ubicación:	Brussels, Bélgica
Fecha:	21 Jun 2018 to 22 Jun 2018
Duración:	2 Días
Área del programa:	Decentralize Cooperation Programme
Sitio web:	<a href="http://www.cifalatlanta.org">http://www.cifalatlanta.org</a>
Precio:	0,00 US\$
Correo Electrónico del Centro de Coordinación del Evento:	snewhall@cifalatlanta.org
Colaboración:	Airports Council International

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### ANTECEDENTES

As the aviation industry continues to grow at an accelerating rate worldwide, there is an increased need for airports in developing countries to reexamine and improve their practices in terms of operations, economics, management, safety and security. Each year, the Airports Council International hosts a number of conferences and seminars focused on enhancing airport services and security in developing nations, and CIFAL Atlanta has been a long-time partner of ACI in providing these programs. The aim of this seminar is to assist airport officials in

developing countries in achieving meaningful and sustainable results in emergency planning via the event and learning objectives highlighted below.

## **CONTENIDO Y ESTRUCTURA**

The seminar consists of the following six sessions:

The six disciplines of customer experience:

Discipline 1: Vision and Strategy

Discipline 2: Understanding the passenger, introduction to marketing research and Passenger personas and journey mapping

Discipline 3: Design of experience and interaction, role of co-creation in the design process

Discipline 4: Measuring customer experience, type of customer experience metrics: Satisfaction, NPS (net promoter score), CE (customer experience)

Discipline 5: Governance

Discipline 6: Culture Service profit chain, employee experience vs customer experience/Culture symmetry of attention, employees surveys vs clients surveys

## **METODOLOGÍA**

The learning activities for this seminar include sessions consisting of short presentations, participant dialogue and activities including hands-on training exercises, all of which are complemented by networking elements before and after sessions.

## **PÚBLICO OBJETIVO**

This seminar targets airport officials from developing countries worldwide, including general managers, operators/owners, COOs and CFOs, and other senior leadership.