



International Airport Professional Community of Practice

AIRPORT LABS GUIDE

POLICY AND GUIDELINES FOR
PLANNING AND HOSTING AN AIRPORT LAB

Guide produced by The International Airport Professional Community of Practice
Administrator – Aviation Strategies International

TABLE OF CONTENTS

About Airport Labs	1
Lab Purpose and Value Proposition.....	1
Topic.....	1
Lab Objective	1
Types of Labs	1
Show and Tell Labs.....	1
Problem-Solving Labs.....	1
Event Driven Labs.....	1
Participant Takeaways	2
Lab Activities.....	2
Selection Criteria.....	2
Airport	2
Pricing Standards and Rules.....	2
Pricing.....	2
Costs.....	3
Accommodations and Transportation	3
Budget.....	3
Fee Collection	3
Force Majeure.....	4
Timeline for Planning.....	4
Logistics and Administration	4
Evaluation	4
Marketing Guidelines.....	5
Logo and Branding Guidelines.....	5
Airport Lab Flyer	5
Event Promotion	5
Airport Lab Report.....	5
Production	5
Dissemination Policy	5

ABOUT AIRPORT LABS

IAP CoP Airport Labs enable International Airport Professionals (IAPs) to share expertise on specific best practices in various functional areas of airport management. Set up as two-day highly interactive workshop, IAPs gather at an airport to discuss and collaborate with the purpose of advancing best practices.

This document outlines the various types of Airport Labs, as well as the details related to the organization and hosting of an Airport Lab. Should your Airport Organization wish to host an Airport Lab, please fill out the IAP CoP Airport Lab Proposal Template, which will be reviewed by the IAP CoP Board of Directors.

WHAT PARTICIPANTS HAD TO

Networking experience like the one in this lab is fantastic. ~ David

Worth the fee, worth the travel, better than a conference. It's great to see the generosity of others to share their experience, their issues, and to share information. ~ Stéphane

LAB PURPOSE AND VALUE PROPOSITION

Topic

Airport Labs should address an emerging issue which would benefit from innovative and collective thinking. When considering Airport Lab candidates, cross-functional topics that cover a wide range of functions in airport management, and which require multidisciplinary teams, will be prioritized. Furthermore, emphasis is placed on the diversity of topics from lab-to-lab, as well as the potential draw of the topic.

Lab Objective

Each Airport Lab requires a clearly stated participant-centred objective, which needs to be aligned with the type of lab selected (see next section below).

Types of Labs

There are three ways in which a topic can be broached in an Airport Lab, as described in the types of Labs below. In all cases, Labs must be **highly interactive**.

Show and Tell Labs

When an airport has been recognized as being best-in-class in an area, it can be useful to host an Airport Lab for others community peers to see firsthand how things are done. In this scenario, the host shares its best practices and lessons learned with the purpose of generating feedback from participants, which in turn can generate new best practices and lessons learned.

Problem-Solving Labs

When an airport experiences an ongoing issue, which would benefit from the analysis and input of other community peers, it can be useful to host an Airport Lab to troubleshoot the issue. This, in part, serves the airport which benefits from the perspective of a diverse team of airport professionals, but also serves the participants in allowing them to solve an issue that they may otherwise not have the chance to tackle, generating new best practices and lessons learned.

Event Driven Labs

There is also an option for a commercial sponsor which interested in talking about issues regarding a service, product, or technology to host an Airport Lab. It is important in this case that very clear guidelines be worked out with the sponsor to ensure that the Lab follows the activity format and focusses first and foremost on developing new best practices and lessons learned.

Participant Takeaways

Each Airport Lab should yield key takeaways that participants will benefit from. It is necessary to state them early on, to ensure that all are working towards a common goal. In addition, stated takeaways are critical for formulating the value proposition, which is essential to the marketing initiative. For example:

Takeaways in a *Show and Tell Lab* include acquiring new knowledge, such as best practices or models, or developing a new skill, such as applying a new technique.

Takeaways in a *Problem-Solving Lab* include acquiring new knowledge and varied perspectives on emerging issues, as well as skills and approaches for addressing such issues.

Takeaways in an *Event Driven Lab* include acquiring knowledge about a service, product, or technology, in addition to strategic considerations around implementation, and related skills.

LAB ACTIVITIES

The Airport Lab should last **two days**, with a welcome reception the evening before the first day. The types of highly-interactive activities suggested include:

- Ice breaking event – introductions and everyone’s expectations
- Brief presentation of the host organization, key facts
- Presentation of innovative best practices/issue/product (depending on the type of lab)
- Live demos of innovative best practices/issue/product innovative best practices/issue/product
- Experience sharing from participants about realities in their airport vis-à-vis the topic
- Workshop where participants create new/build on existing best practices vis-à-vis the topic
- Guided airport tour (related specifically to the topic)
- Social events

SELECTION CRITERIA

Airport

To host an Airport Lab, a host airport organization must:

- Have at least one employee enrolled in and/or graduated from the Global ACI-ICAO Airport Management Professional Accreditation Programme (AMPAP)
- Have top management buy-in and support for the Airport Lab
- Have a logistics team onsite to plan and manage the Airport Lab
- Have the capacity to host the Airport Lab, with necessary meeting room facilities and accommodations nearby

Additionally, priority will be given to airports who are currently an IAP CoP Benefactors.

PRICING STANDARDS AND RULES

Pricing

The IAP CoP has a set rate for Airport Labs. This rate is based on expenses and requirements, and balanced with what the market is prepared to pay. Also, there are two registration prices categories:

- An IAP CoP Regular Member Fee, set at USD \$ 1,200
- An IAP Affiliate or Associate Member Fee, set at USD \$1,350

To participate in an Airport Lab, the individual in question must either be a member of the IAP CoP or work for an airport which has at least one AMPAP participant enrolled.

Costs

Hosting an Airport Lab involves costs, some of which can be charged to participants, and others which the host airport organization will be required to bear. The costs are broken down as follows:

The host airport organization should be contributing of its time, and therefore no time invested by employees shall be charged. In addition, there should be 3-4 airport representatives with participants at all times.

The Airport Lab registration fee will cover a host airport organization's external hard costs (meals, onsite transportation) up to an amount not exceeding USD \$400 per participant.

There is an IAP CoP Administration cost of USD \$5000, which includes administration, marketing efforts, processing payments, registration, and other logistics, as well as travel and accommodation for one (1) rapporteur.

A surplus must be returned to the IAP CoP to support future activities.

Accommodations and Transportation

Airport Lab participants assume the responsibility of their travel and accommodation. However, onsite transportation and meals should be covered by the host airport organization. The host airport organization is responsible for the following:

Provide a list of preferred hotels that are nearby the venue, and when possible, negotiate a group rate.

Provide onsite transportation to and from the venue from preferred hotels, as well as for scheduled activities at set times (off-site tours, etc.).

Provide coffee break refreshments and lunches during the day, as well as during any other event such as a cocktail or group dinner, taking into consideration declared dietary requirements from participants (collected on the registration form).

Budget

The following is a *sample* budget for an Airport Lab. Items that are set are the participant registration fees as well as the cap on the host airport organization's hard cost. A final budget must be approved by the IAP CoP Administrator. All amounts are in USD.

Revenues	
IAP Regular Member Fee	USD \$ 1,200.00
IAP Affiliate or Associate Member Fee	USD \$ 1,350.00
Participant Fee Average	USD \$ 1,275.00
Registered Participants	15
Total Estimated Revenues	USD \$ 19,125.00
Costs	
Host Airport Organization's External Hard Costs (up to at \$400/participant)	USD \$ 6,000.00
IAP CoP Administrator Cost (fixed cost)	USD \$ 5,000.00
Total Estimated Costs	USD \$ 11,000.00
Surplus to IAP CoP	
Total Estimated Surplus	USD \$ 8,125.00

Fee Collection

The IAP CoP Administrator will collect the fees for the Airport Lab, and will remit the agreed upon amount to cover hard external costs per actual registered participant who attended to the host airport organization after the event.

The host airport organization may enroll some its employees to the Airport Lab as participants, and will do so at the same cost of as other participants.

Force Majeure

There are, at times, last minute issues such as a participant's inability to obtain a visa, cancelled flights and elements of *force majeure* which prevent a participant from attending, and it is the policy of the IAP CoP in this case to reimburse the participant. Therefore, the agreed upon amount to cover hard external costs per actual registered participant will not be remitted for participants who had to cancel due to *force majeure*.

TIMELINE FOR PLANNING

To ensure that the lab is a success, the announcement and registration should begin **at least** three months prior to the event. Based on experience, the sooner the announcement, the better the results.

Activity	Timeline
Request to host an Airport Lab	Event -140 days
Agreement on topic, dates, schedule budget and price	Event -120 days
Development of promotional materials	Event -100 days
Announcement and call for registration	Event -90 days
Registration of participants	Until event is full/up until event -7 days
Continuous marketing efforts	Until event is full/ up until event -7 days

During the registration process, the IAP CoP administrator will provide weekly reports to the host organization on number of registrations and efforts made.

Logistics and Administration

In addition to leading the marketing initiatives, the IAP CoP Administrator will take care of:

- Providing a registration form
- Facilitating payment
- Handling all registration inquiries
- Providing a visa letter to participants requiring one¹
- Producing a newsletter for participants with all the logistical information that they will require as make their way to the event²

The host airport organization will be fully responsible for any and all logistical requirements onsite.

Evaluation

The IAP CoP Administrator will provide evaluation forms to all participants, and will compile the results, and will share these with the host organization.

¹ In some cases, participants will request a letter from the host organization due to the specifics of their Visa process, in which case, the administrator will make the request to the host organization.

² The administrator has a template which will require information from the host organization, such as contact information and location of events. Nevertheless, the administrator will create the document.

MARKETING GUIDELINES

Logo and Branding Guidelines

The Airport Lab Series are an IAP CoP Event which are sponsored by SITA. The banner which is featured on the cover of this guide shall be present on all promotional and event material in proportionally the same size as the host organization's logo. All mention of the Lab must ensure to reflect this co-branding.

Airport Lab Flyer

Each Airport Lab will require a PDF flyer (letter or A4, two sided) which contains all the pertinent information regarding the Airport Lab (dates, location, hotel information, scheduled, etc.). This flyer may be developed by the host airport organization, or by the IAP CoP Administrator. For the former, examples of previous flyers will be provided for reference. For the latter, the host airport organization will need to provide high resolution images representing the airport, as well as a vector version of their logo.

Event Promotion

While the IAP CoP Administrator will ensure marketing to the entire IAP CoP Community which includes all participants in AMPAP, the host airport organization is required to participate to the promotion of the event. Some ideas include:

- Having host organization employees start a conversation in the IAP cop discussion forum, discussing the lab's topic and what it hopes to accomplish
- Having the organization's CEO co-sign a letter with the IAP cop administrator CEO for special invitations
- Sharing a list of sister airports which could be enticed to participate

AIRPORT LAB REPORT

Production

Within two (2) weeks of the Airport Lab, the Administrator Representative onsite will produce a report summarizing the activities, and highlighting discoveries. The sections of the report will include:

- Executive Summary
- Background
- List of participants
- List of activities with summaries and highlights
- Description and findings from the workshop
- Debrief and Take-Aways
- Appendices including promotional materials, presentation material and any other relevant information

While the airport is not required to participate to this, it is critical that all presentation material and photographs be shared with the Administrator within five (5) business days after the event.

Dissemination Policy

There will be two versions of the Airport Lab report: a full version which will be available to all attendees and a summary version which will be available to the IAP CoP at large, and which will also eventually be published regularly as part of a "Compendium of Best Practices".