



## Airport Communications and Public Relations\*

Professional Certificate Course, [\\*AMPAP Elective](#)

Delivery: Classroom

Duration: 5 days

This course will provide airport managers and professionals with a framework that will allow them to understand the implications of any type of airport communication and allow them to professionally intervene (if needed) in these situations. Participants will learn about the framework and principles to create strategic communication messages that are aligned to the organizational mission and vision.

This course is an AMPAP elective and part of the International Airport Professional (IAP) designation whose holders will be recognized by both ACI and ICAO as having achieved highly rigorous standards for expertise in the field of airport management.

## Learning objectives

- Define the mission and communication plan of your organization
- Identify the needs and culture of key stakeholders and target populations
- Understand legislations that may apply to communication interventions
- Analyse the process and needs of different media
- Define, develop and deliver more effective messages
- Prepare and deliver a press conference/interview
- Apply a crisis management model for communications in exceptional or sensitive situations
- Identify emerging trends and special issues in airport communication

## Target Audience

- Airport Communication Managers or specialists
- Airport International Relations managers
- Airport Operations Directors, Managers, Officers and Staff
- Airport Environment Directors, Managers, Officers and Staff
- Airport Managers that have direct contact with the public or the press
- Airport General Manager/ Executive Director
- Civil Aviation Authority Officials
- Project Managers of large or sensitive airport projects