



# MAXIMISING Non-Aeronautical Revenue through Airport Services

Breakthrough solutions for revenue generation in airports



Dear Steven,

Good day.

Hope this email finds you well.

Please First of all my pleasure speaking to you again.

I am please to extend a **FREE SITE TOUR** to the Changi Int'l Airport upon registration to the main conference ( 25-26 August ).

Please see my contact details and the latest information on the " **Non-Aeronautical Revenue Through Airport Services** " Conference that takes place on the **25-26 of August, In Singapore** together with a **Priority Booking Registration Form** attached.

***experience our exciting activity on the event : SITE TOUR VISIT at the CHANGI INTL AIRPORT .***

## ***Why Attend***

Non aeronautical revenue sources are becoming more and more vital for the sustainability of every airport.

Your challenge is to ensure that whether you are from an airport, concessionaire or service provider, you are contributing towards an increase in spend per passenger and a better utilisation of the available facilities.

**The 6th Annual Maximising Non-Aeronautical Summit 2010**, will provide you with invaluable information to increase your revenues.

## **Attend this event to learn more about:**

- The current business climate and its impact on the airport sector
- The airline-airport relationship and how it can be maximised for everyone's benefit
- Creating a seamless travel experience for your passengers from car park to plane
- How to work successfully with the terminal planning team in order to maximise revenue from inception and during refurbishments
- Being friendly to the environment whilst creating a new revenue stream

- Managing the airport's real estate portfolio and offsetting any downturns
- Delivering quality of service as the prerequisite for brand building
- Maximising food & beverage trends as one of the more successful revenue generators in an airport
- Implementing incentives and promotions to reinstate consumer confidence
- Using complimentary amenities to gain a true competitive edge
- Producing winning tenders
- Capacity building during peak hour traffic
- Turning your customer into a happy customer

I will highly appreciate if you could liaise with me directly as I am the Project Manager handling this event.

I will give you a courtesy call by end of this week to know your company's participation.

If you have any further query please do not hesitate to contact me.

Warm Regards,

**Liesel Jose**  
**Project Manager**  
**Transport IQ**

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*"The most beautiful thing is to see a person smiling.  
And even more beautiful is, knowing that you are the reason behind it". :-)*