MERCURY

Passenger Handling & Ground Operations Management Training

8 – 12 March 2027
Amsterdam (Netherlands)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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Ref: 15051_299173 **Date:** 8 – 12 March 2027 **Location:** Amsterdam (Netherlands) **Fees:** 6200 Euro

Introduction:

This comprehensive passenger handling and ground operations management training course will equip participants with customer-centric skills and in-depth knowledge essential for various front-line staff roles in passenger services.

The passenger handling and ground operations management course spans various topics, including customer service excellence, conflict resolution, enhancing soft skills, and a thorough understanding of international passenger and baggage handling protocols.

Ground Operations Management and Airport Ground Operations:

Managing airport ground operations ensures safety and delivers high-quality passenger handling services. Participants will learn about various aspects of ground operations, including the significance of ground operations management, understanding the meaning of ground operations within the aviation context, and the processes involved in effective airport ground operations.

Targeted Groups:

- Airlines, Ground Handling, and Other Service Providers.
- Ground operations professionals.
- Passenger service managers.
- Airport authorities.
- Handling Agents and Other Customer Contact Personnel.
- Customer service instructors.

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Course Objectives:

Participants completing this passenger handling and ground operations management course will be able to:

- Oversee an airline station with proficiency, whether self-handled or outsourced.
- Negotiate and implement ground operations training and service level agreements to meet station requirements, reduce expenses, and uphold service quality.
- Combat fraud through awareness of current fraudulent activities that undermine airline revenues.
- Adopt a station management system that aligns with industry safety and security standards and recommendations.
- Drive staff motivation and effectively monitor their performance.
- Utilize the IATA Airport Handling Manual AHM, which comes with the course.
- Develop or enhance management and leadership capabilities.
- Comprehend the necessity of operational and occupational health and safety training.
- Manage risks and formulate components of Emergency Response Plans ERPs.
- Understand SGHA contracts and service level agreements in greater detail.
- Investigate the best passenger/baggage handling and catering practices per the IATA AHM.
- Professionally handle customer inquiries and grievances while maintaining composure during difficult situations, converting crises into opportunities.
- Manage unexpected operational deviations and strategize for rapid recovery.
- Advocate for and make use of e-tickets.
- Ensure adherence to passenger and baggage handling standards.
- Impart knowledge and skills to colleagues and team members.

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Targeted Competencies:

Target competencies completing this passenger handling and ground operations management course will be able to:

- Understand ground operations and ground operations management.
- Crisis communications.
- Understand airside operations and aviation ground operations.
- Understand the passenger handling process and airline passenger handling.
- Security awareness.
- Customer service skills.
- Aviation safety protocols and ramp security.

Course Content:

Unit 1: Crisis Communications and Media Response for Airport and Station Managers:

- Learn about the key factors in emergency response planning.
- Know the objectives of various stakeholders during crises.
- Techniques for informal press briefings.
- Manage social media during emergencies.

Unit 2: Fixed-Base Operations FBO:

- Intro to FBO and common use facilities.
- Integrate FBO services with airport and ground operations.
- Handle characteristics of private aircraft.
- Utilize ground support equipment GSE.
- Services during aircraft turnaround.
- Marketing strategies for FBO services.
- Apply the IATA SGHA in the context of business aviation.

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Unit 3: Airside Safety:

- Understand the importance of safety on the apron.
- Collaborate techniques for a secure working environment.
- Minimize risks of accidents and equipment damage.
- Recognize aircraft danger zones.

Unit 4: Developing an Effective Safety Culture:

- Learn proven skills to lead and drive the SMS implementation in an organization.
- Put project management essentials into practice.
- Identify and address the challenges in implementing an SMS.
- Develop a foundation for risk management.
- Acquire a comprehensive SMS implementation toolbox.
- Safety Culture Concepts, Rationale.
- Safety Culture Assessment.
- Learn about the Safety Culture Alignment within the Organization.

Unit 5: Airport Ramp Services:

- The ground operations working environment.
- Standard ramp operations terminology.
- Understand the departments of an airport and how they work together.
- Learn about the safety and security of efficient operations.
- Airside safety.
- Ramp security awareness.
- Overview of Future developments in the ramp services sector.

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Unit 6: Airside Operations - Safety Compliance:

- Apply fundamental procedures to protect the aircraft from damage and ground staff from harm.
- Eliminate or control potential hazards.
- Identify and manage “human factors” with the greatest influence on airside safety.
- Improve overall airside safety performance and operational efficiency.
- Safety culture: Employer and employee responsibilities.
- Human factors in airside operations.

Unit 7: Customer Service Skills and Principles:

- Understand customer expectations and achieve satisfaction.
- Passenger service delivery models.
- Effective listening and response techniques.
- Cultural sensitivity.

Unit 8: Difficult Customers and Situations:

- Strategies for managing complaints.
- Conflict resolution skills.
- Policies on denied boarding.

Unit 9: Industry Rules and Guidelines:

- Utilization of the Official Airline Guide OAG.
- Familiarity with IATA manuals.
- Understand minimum connecting time MCT.
- Rules regarding automated baggage systems.

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Unit 10: Gate Procedures:

- Processes involving e-ticketing.
- Handle boarding and delays effectively.
- Guidelines for endorsements.
- Special considerations for customer handling.

Unit 11: Baggage Claims and Proration:

- Carry on and check baggage, allowances, and charges.
- World Tracer.
- Learn about the dangerous items and general emergency procedures.
- Fraud prevention.
- Forward mishandling baggage rules.
- Know profiles of typical interline baggage claims.
- Proof of fault.
- Different delayed, lost, pilferage, and damage prorated cases.