

Live Port Course

PORT MANAGEMENT & PORT BUSINESS DEVELOPMENT AND MARKETING

06/06 – 10/06/2022



Port of
Antwerp
Bruges
International

A smart port connecting smart people

WHY

The outcome of this programme is to enable decision makers to develop a clear strategy and successfully implement a port governance model that will optimize the revenue flows and implement a sustainable growth model.

Furthermore, participants will discover all aspects related to a relevant commercial port strategy and effective marketing & communication plans. The programme focusses on how to develop a commercial strategy and practical marketing actions to increase existing business and attract new port projects.

Additionally, the course shows how to provide direct and indirect stakeholders with a clear picture of the port's plans and projects.

Finally, as community building is a fundamental role of a port, the course will zoom in on how to create clear communication and information about the port's responsibilities towards the community.

FOR WHOM

Port professionals, executive directors, managers of port operating companies and ministries of transport or maritime affairs wishing to increase their knowledge on port management, commercial & sustainable port development, maritime marketing intelligence, port promotion and stakeholder & community management.

WHAT

The sessions on port management focus on the different port governance models and the roles and responsibilities, port organization and strategy of a port authority.

The sessions on port business development and marketing focus on bringing the port to the market, gathering insight in customer needs, identifying the unique selling points and position the port in the marketplace. From the port authority perspective, the marketing include promoting the port and their concessionaires. When marketing the port, interacting with port users and community communication is the tool to convey messages, opinions and information.

The faculty will focus on preparing, tuning and tweaking and delivering consistent and uniform messages, built on a solid communication strategy. The focus will be on all types of modern media, including social media.

Course fee: Rs 100 000

The course fee covers the course material, airport pick-up / drop off, accommodation (5 nights in a twin sharing room) and all meals and beverages (no GST included)

* A single room can be provided at an additional cost of Rs 20 000 and is subject to availability

<http://www.jnptantwerpporttraining.com/>

Contact us

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