



LEARNING JOURNEYS PROGRAMME GUIDE (ADULT LEARNERS)

Changi Experience Studio

Operated by Changi Airport Group, Changi Experience Studio tells the stories of Changi Airport and gives a glimpse into what lies behind the success of Singapore's air hub. A showcase of digital innovation in edutainment and experience creation, the studio deploys a one-of-its kind infrared technology that premieres in Asia for the first time. Spanning 3,000sqm, the studio offers over 20 interactive touchpoints of fun and discovery across 10 zones, including digital content exhibits, interactive games and immersive shows. Every touchpoint conveys a different slice of the Changi Airport story - learn about the history of aviation, the development of Changi's terminals, its air hub connectivity, and even take a peek into airport operations behind the scenes. Understand the values of mission and teamwork behind the ONE Changi airport community and the culture of exceptional service which has driven Changi's pursuit of excellence and growth over the decades.

Changi Experience Studio is located on Level 4 of Jewel Changi Airport.

Our Programmes

Singapore Changi Airport is known for world-class service, efficiency and the positively surprising experiences it creates for millions of passengers and local visitors annually. Through a range of topical and interactive Learning Journey modules, gain first-hand understanding from the airport's subject matter experts on how Changi Airport Group (CAG) strives to be champions of excellence, innovators of experience and creators of community across the diverse realms of airport management.

These Learning Journeys modules include an interesting range of topical sharing sessions conducted by airport professionals - with hands-on workshops, airport tours, team-bonding activities, attractions and camp experiences as possible add-ons to enrich the learning visit. Content and activities are tailored for different levels of learner profiles, to suit both adult learners and students as relevant.

With these exciting programmes conducted at Changi Experience Studio, participants are also able to augment their learning in a fun way by visiting the airport-themed digital attraction!

Contact us to enquire about the Learning Journey modules, including programme details and availability. For customisation requests, please share with us your requirements. Enjoy browsing and we look forward to connecting with you!

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FOR ADULT LEARNERS

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For enquiries, please write to us at ces.sales@changiairport.com

For Adult Learners

Managing The World's Best Airport



Changi Airport, consistently awarded as one of the world's best airports, strives continually to deliver world-class service and a surprisingly memorable experience like no other airport in the world. Hear about what constitutes CAG's airport management philosophy, covering safety, efficiency, service and experience and learn about what each pillar entails. Hear about how the key principles of always planning ahead, obsessing over customers, continually rethinking travel and reinventing what an airport should be - has underpinned Changi Airport's development and growth over the past 40 years.

Learning Objectives

- Learn about Changi Airport's airport management philosophy and different aspects of airport operations that make Changi tick like clockwork.
- Understand the diversity of roles and learn how Changi Airport continues to deliver world-class service and memorable passenger experiences.



Recommended For
All Professionals



Duration
1.5 hours (including Q&A)



Class Size
Minimum 30



Programme Conduct Options
In-Person / Virtual

Planning The Best Airport Of The Future



Planning ahead for the future is a fundamental tenet that has underpinned Changi Airport's success as a leading global air hub for decades. In today's competitive aviation landscape, it is of even greater imperative for Changi to stay ahead of the competition by planning effectively – to always have ample capacity for growth and continue delivering the world's best airport experience.

Come along on a journey with us as we share our planning philosophy, design principles and our approach to innovation and transformation in future-proofing the airport to realise dreams and tackle the challenges of tomorrow. These concepts will be brought to life using real examples from the actual case studies of Terminal 4 and Jewel Changi Airport

Learning Objectives

- Gain insight on the key airport planning philosophy and design principles.
- Learn about new technologies and innovations that will be adopted in the latest airport developments to enhance experience and operations, and how leveraging on technology can be part of creative solutions.



Recommended For
Managerial Staff



Duration
1.5 hours (including Q&A)

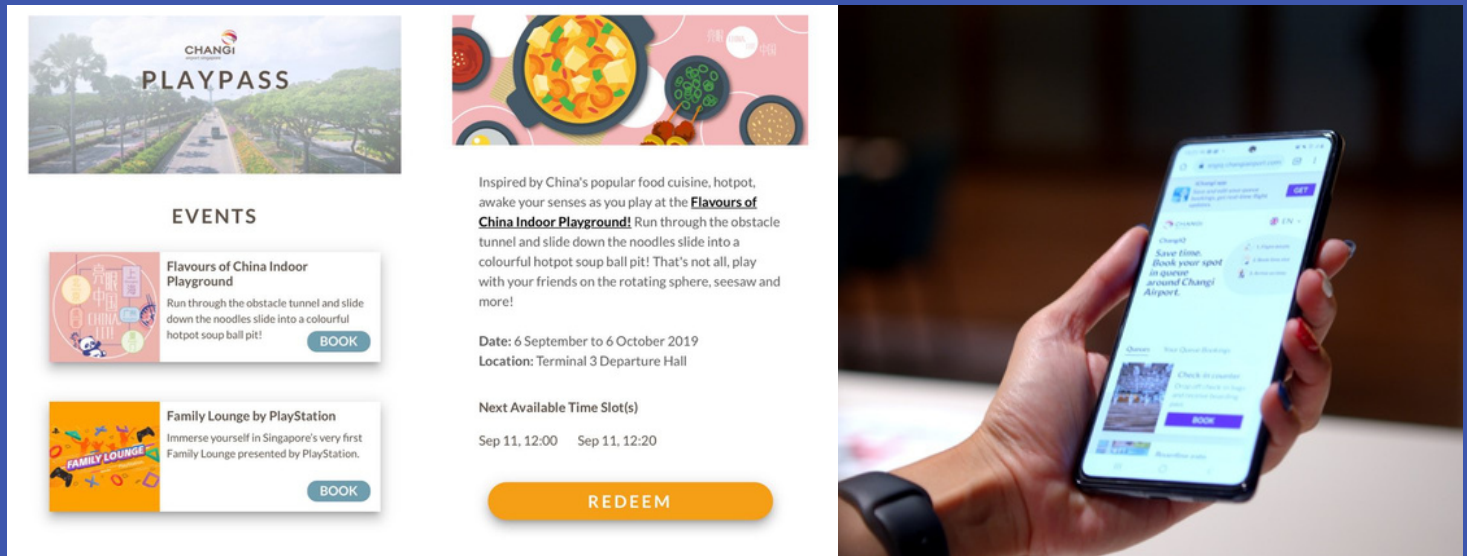


Class Size
Minimum 30



Programme Conduct Options
In-Person / Virtual

Digital Innovation: A Way of Working



Through this learning journey, hear about how CAG organises its digital innovation efforts under its Digital Factory, and Process and Systems Innovation arms, as well as how the organisation endeavours to incorporate a culture of innovation into the way of working. Participants will walk away with an understanding of how CAG's digital squads work to problem solve and create value in innovative ways, as well as insights into examples of digital innovation projects created as a result of these efforts.

Learning Objectives

- Gain a deeper understanding of the impetus for innovation at Changi Airport.
- Get insights into the concept of digital squads and the roles of each squad member
- Recognise and discuss the benefits of a culture of open experimentation.



Recommended For
Managerial Staff



Duration
1.5 hours (including Q&A)



Class Size
Minimum 30



Programme Conduct Options
In-Person / Virtual

The Changi Way of Service



Behind the world's best airport, a vast community of 200 airport partners and 50,000 staff across many diverse functions come together, as ONE Changi, to ensure consistent delivery of first-class service across all the airport touchpoints. Hear about CAG's holistic Quality Service Management programme designed to build a culture of service excellence and develop a close-knit, motivated airport community, united in a single mission to bring to life Changi's service DNA each time they touch passengers' lives.

Learning Objectives

- Get an in-depth understanding on what Service Excellence means and how it adds value to an organisation
- Discover what makes up the Changi Experience
- Learn about Changi's 5 Guiding Principles towards Service Excellence
- Design a service-centric organisation using CAG's 5 Guiding Principles towards Service Excellence



Recommended For
Managerial Staff



Duration
1.5 hours (including Q&A)

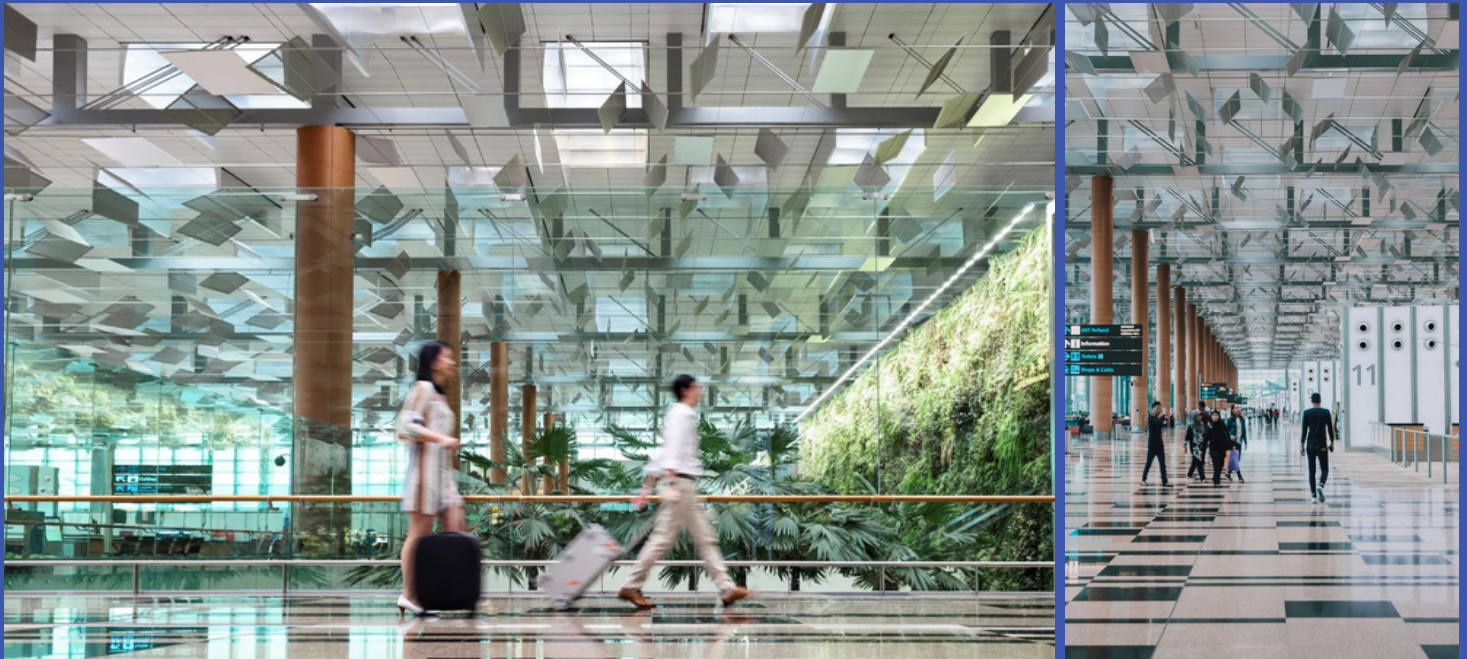


Class Size
Minimum 30



Programme Conduct Options
In-Person / Virtual

Forging a Sustainable Changi Airport



Sustainability has been propelled to the forefront of global consciousness as mankind's impact on our world and natural environment can no longer be ignored. The aviation sector also has an important role to play in Singapore's drive toward sustainable growth. While Changi Airport Group (CAG) continues to push the boundaries and set the standards for the World's Best Airport and air hub, sustainability remains an integral part of our business. Come learn about CAG's sustainability approach and the initiatives being implemented at Changi Airport to achieve a more sustainable future.

Learning Objectives

- Get an in-depth understanding on CAG's sustainability approach, various pillars of initiatives and how these are integrated into different aspects of the airport.
- Learn more about the importance of an ecosystem and stakeholder engagement in building a sustainable environment.



Recommended For
All Professionals



Duration
1.5 hours (including Q&A)

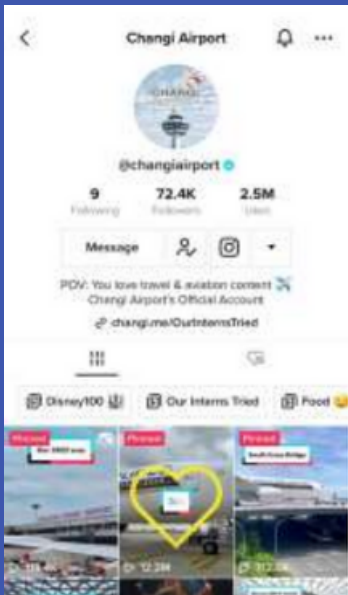


Class Size
Minimum 30



Programme Conduct Options
In-Person / Virtual

Unleash the Power of Social Media: Craft Compelling Content



In an ever-evolving landscape, social media can be a vital tool for marketing and public relations. Wondering how you can harness its potential to achieve your brand's business goals?

Discover best practices in social media management and impactful content marketing strategies with expert guidance. Our esteemed trainers bring with them extensive experience in managing Changi Airport Group's thriving social media channels, coupled with an intimate understanding of the latest industry trends. Enrol today to gain invaluable insights from our experienced team and become a proficient social media strategist!

Learning Objectives

- Analyse and select the most suitable social media channels that effectively connect with their target audience.
- Identify and capitalise on the latest trends to amplify brand presence.
- Align business goals to the marketing funnel and select impactful KPIs, channels, and content formats fit for every stage.



Recommended For
All Professionals



Duration
1.5 hours (including Q&A)

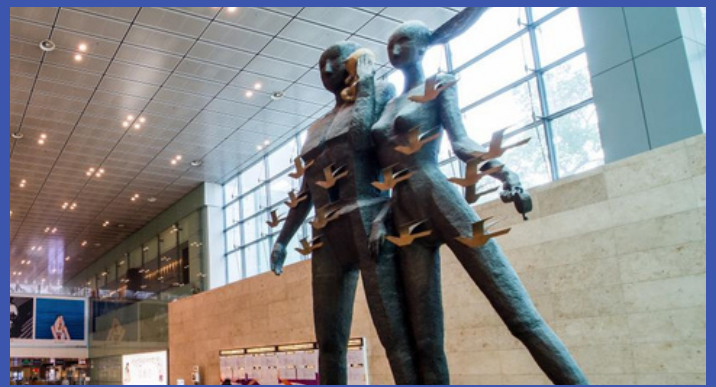
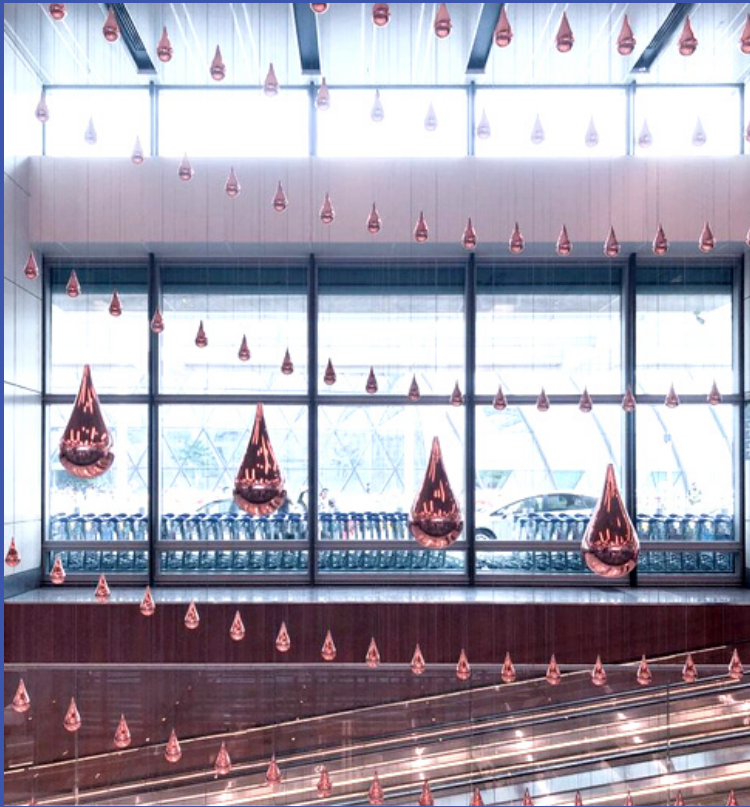


Class Size
Minimum 20



Programme Conduct Options
In-Person / Virtual

Curating Art @ Changi



Changi Airport has one of Singapore's largest collection of artwork, with a wide variety of artwork covering kinetic installation to sculptures and paintings. Join us on a journey of discovery with our resident art curator through the world of art at Changi Airport, where you will learn about the key themes that anchor our art collection and gain a deeper understanding of the curatorial journey undertaken to commission an artwork.

Learning Objectives

- Get insights on CAG's key themes underlying its art collection, at the same time gaining a deeper appreciation of art in a commercial context.
- Gain a deeper understanding of the different stages of commissioning an artwork (from conception to production to installation to maintenance).



Recommended For
All Professionals



Duration
1.5 hours (including Q&A)



Class Size
Minimum 30



Programme Conduct Options
In-Person / Virtual

A Day in the Life of A Changi Airport Horticulturist



The Garden Airport in the Garden City, Changi Airport has beautiful greenery, themed gardens and landscaping adorning all its terminals. Learn from CAG's Horticulture team on the creative process of designing landscaping exhibits, and the operational feat of caring for one of the world's highest indoor collection of plants.

Learning Objectives

- Understand how horticulture & landscaping operations are managed at Changi Airport, and how Changi's horticulture team integrates and maintains greenery within a built environment.
- Learn how creative landscaping plays a key role in experience creation.
- Understand the challenges of installing and maintaining horticulture in a built environment.
- [Optional add-on] Go on a tour to view landscaping displays in the main terminals and learn how horticulture is an integral part of the airport experience.



Recommended For
All Professionals



Duration
1.5 hours (including Q&A)



Class Size
Minimum 30



Programme Conduct Options
In-Person / Virtual

Creating a Stress-Free Changi Experience



As one of the busiest international aviation hub in the world, Changi Airport handles tens of millions of passengers every year. How does Changi Airport continue to provide an exceptional experience for its passengers even as queues inevitably form during peak hours? And what is CAG's approach to queueing? Hear from CAG's airport professionals on how it redesigned processes and reimagined the passengers' journey to remove the hassle brought about by queues and continue to deliver excellent passenger experience.

Learning Objectives

- Understand why queues form and how it impacts customer experience.
- Learn how creative solutions and measures can be implemented to address queues and transform a stressful customer experience into a delightful one.



Recommended For
All Professionals



Duration
1.5 hours (including Q&A)



Class Size
Minimum 30



Programme Conduct Options
In-Person / Virtual

Service Design: Understanding Design Thinking at Changi Airport



Changi Airport is one of the world's best airports, and passengers frequently wax lyrical about the "Changi Experience". Service design plays an important role in ensuring consistency in the delivery of this experience as an airport in a human-centric way. Participants will discover how CAG applies Design Thinking methodology in service design, leveraging various tools to understand, design and test ideas that bring positive impact to our passengers' lives. Participants will also be challenged to reflect on their own experience with service design and how they might approach it.

Learning Objectives

- Learn about the 3 stages of Design Thinking in relation to service design.
- Explain how service design tools are applied to solve problems.
- Discuss the value of service design to an organisation and the individual.



Recommended For
All Professionals



Duration
1.5 hours (including Q&A)



Class Size
Minimum 30



Programme Conduct Options
In-Person / Virtual

Quests for Interactive Learning & Team Bonding



Enhance your Learning Journey or Changi Experience Studio visit with a fun quest around the airport! Choose the Amazing Airport Quest to learn fun facts about the airport, or Sustainable Airport Quest to find out about the airport's green efforts. Level up the fun as you race around the airport and Jewel with your team mates to conquer challenges and create memorable moments!

Activity Details



Recommended For
All Professionals



Duration
1 to 1.5 hours, depending on
quest theme



Class Size
Minimum 30



Activity Conduct Options
In-Person

Hands-on Service Design: Experience Design Thinking with Changi Airport



Changi Airport is one of the world's best airports, and passengers frequently wax lyrical about the "Changi Experience". At the heart of it, this excellent passenger experience is only made possible through meticulous attention to detail in service design. Participants will discover how CAG applies Design Thinking methodology in service design, leveraging various tools to understand, design and test ideas that bring positive impact to our passengers' lives. Participants will also be challenged to reflect on their own experience with service design and how they might approach it.

Through the workshop, participants will have the opportunity to work on their own problem statement in addition to putting into practice design thinking framework and tools in teams.

Learning Objectives

- Describe the 3 stages of Design Thinking in relation to service design.
- Explain how service design tools are applied to solve problems.
- Discuss the value of service design to an organisation and the individual.
- Apply the framework and tools learnt, through hands-on application.



Recommended For

Mid-Manual Professionals and above



Class Size

Minimum 30



Duration

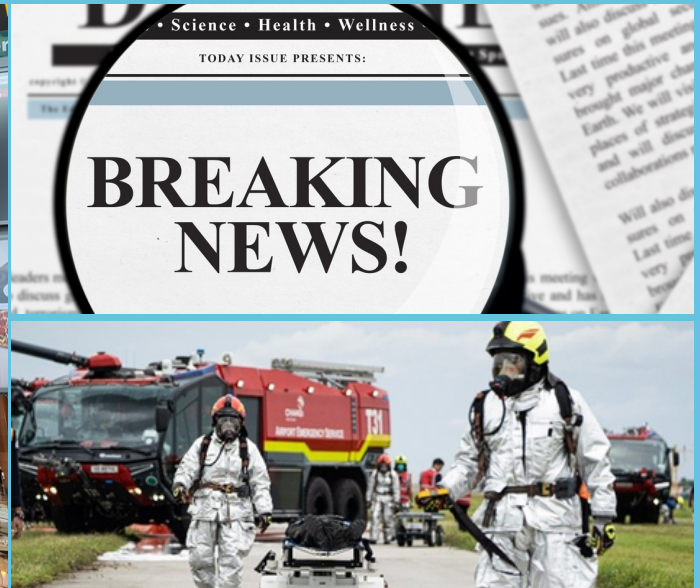
3 hours



Programme Conduct Options

In-Person

Crisis Communications Workshop: Empowering You For Effective Crisis Response



When an emergency or crisis happens, organisations may face intense media and public scrutiny on how they handle the crisis, especially so with social media. The reputation of the brand is at stake, depending on how well the crisis is managed. Who are the stakeholders to engage, what should be communicated and how fast should the information go out?

Join our Half-Day Workshop and gain valuable insights into crisis communications planning at Changi Airport. In this crisis communications masterclass by Changi Airport Group (CAG), organisations will learn about various aspects of crisis management and communications, with case studies on how CAG manage crises and incidents at Changi Airport such as aircraft disaster, airport/ flight systems disruptions, pandemic etc.

Learning Objectives

- Understand the key elements of crisis communications planning and learn how to implement effective strategies in response to major incidents.
- Gain insights into actual incidents at Changi Airport and the crisis communications response.
- Apply the concept and strategies learnt, participate in interactive simulation exercise to test your crisis communications response.
- Tour of Changi Airport Crisis Facilities.



Recommended For

Mid-Managerial Professionals and above



Duration

4 hours



Class Size

Minimum 10



Programme Conduct Options

In-Person



BROUGHT TO YOU BY



CHANGI
EXPERIENCE
STUDIO

Contact Us

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