



# LEARNING JOURNEYS PROGRAMME GUIDE

## 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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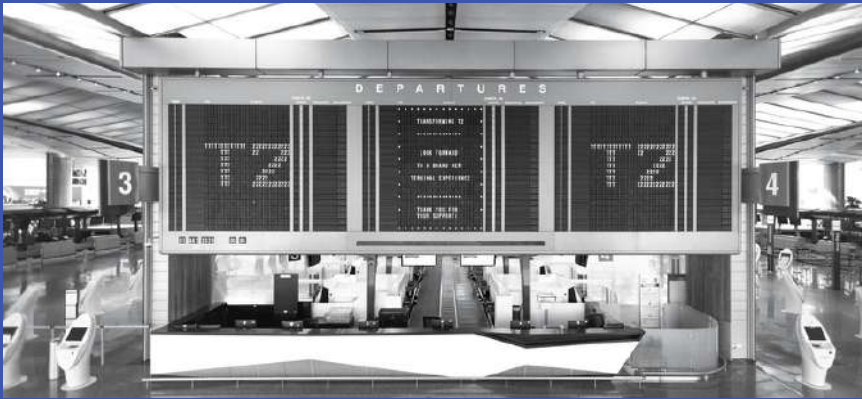
For enquiries, please write to us at  
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# For Adult Learners

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# Pivoting & Transforming Through COVID



Over the two years of Covid crisis, Changi Airport has gone through unprecedented challenges beyond anything it has encountered in the history of the air hub. Across operations, facilities management, development, commercial, customer service, experience creation and staff engagement, there have been multiple and continual pivots across all divisions of CAG throughout this period.

Hear about CAG's journey of pivoting and transformation – how it continued to delight local visitors in the absence of travellers, and how its people stayed agile in responding quickly to the fast-changing operating environment and fluid business conditions during this crisis – all while ensuring it continues to be ready for growth in the longer-term.

## Learning Objectives

- Understand the challenges brought about by COVID-19 to business that traditionally depend on customers being physically present.
- Get insights into how the airport pivoted and adjusted nimbly to a fast-changing operating environment
- Learn about the initiatives undertaken by Changi Airport to maintain relevance to customers, and amidst the challenges, build confidence and resilience



### Recommended Levels

All Staff



### Duration

1.5 hours (including Q&A)



### Class Size

Minimum 30



### Programme Conduct Options

Virtual / Physical

# 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 Levels**

All Staff

**Duration**

1.5 hours (including Q&amp;A)

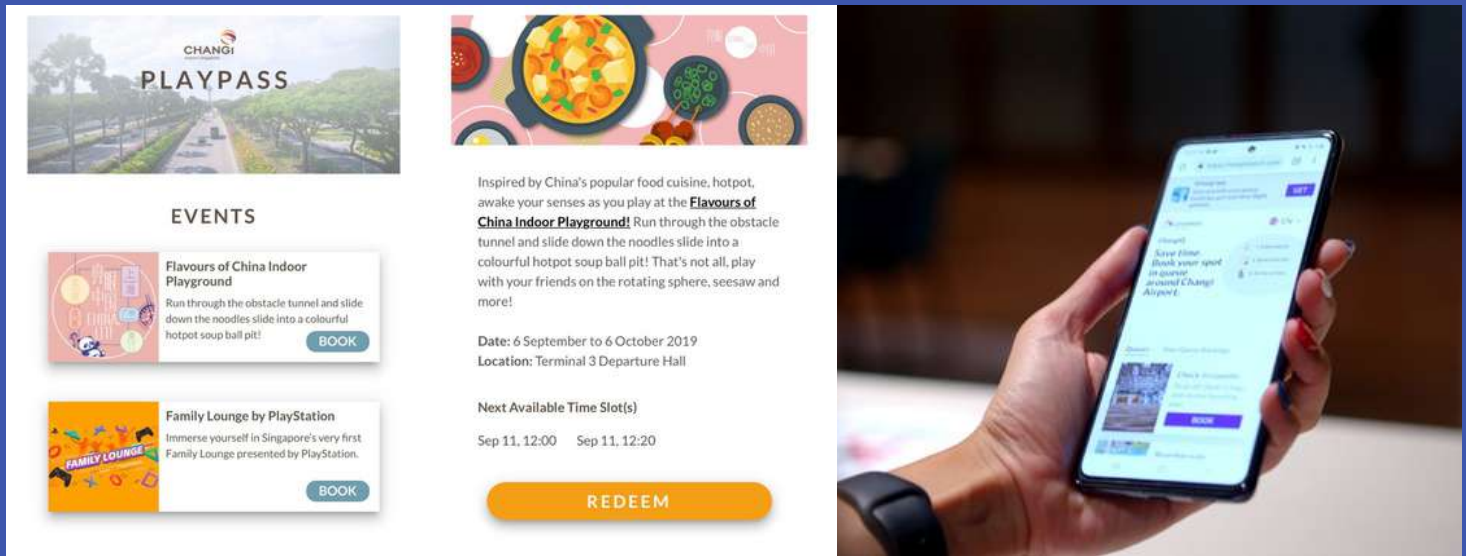
**Class Size**

Minimum 30

**Programme Conduct Options**

Virtual / Physical

# 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 better understanding of the 5 innovation themes of 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 Levels**  
Managerial Staff



**Duration**  
1.5 hours (including Q&A)



**Class Size**  
Minimum 30



**Programme Conduct Options**  
Virtual / Physical



# 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 Levels**

Managerial Staff

**Duration**

1.5 hours (including Q&amp;A)

**Class Size**

Minimum 30

**Programme Conduct Options**

Virtual / Physical



# 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 Levels

All Staff



### Duration

2 hours (including Q&A)



### Class Size

Minimum 30



### Programme Conduct Options

Virtual / Physical

# 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 Levels**

All Staff

**Duration**

1.5 hours (including Q&amp;A)

**Class Size**

Minimum 30

**Programme Conduct Options**

Virtual / Physical



# Horticulturist Bootcamp



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 Levels**

All Staff

**Duration**

1.5 hours (including Q&A)

**Class Size**

Minimum 30

**Programme Conduct Options**

Virtual / Physical

# 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 Levels

All Staff



### Duration

1.5 hours (including Q&A)



### Class Size

Minimum 30



### Programme Conduct Options

Virtual / Physical



# 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 Levels**

All Staff

**Duration**

1.5 hours (including Q&amp;A)

**Class Size**

Minimum 30

**Programme Conduct Options**

Virtual / Physical

# 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 Levels

All Staff



### Duration

3 hours



### Class Size

Minimum 30



### Programme Conduct Options

Physical

**For  
Students**

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# Singapore Story: The Changi Airport Chapter



Students (and teachers) alike will learn first-hand from an airport manager about the history and development of Changi Airport, its growth amidst challenges and global competition, and importantly, the principles and spirit which underpin the success of Singapore's air hub over the past decades.

Participants will also gain current insights into how the airport community has stayed resilient over the past few years while fighting the national battle against COVID-19 on the frontline. Key learning points from the sharing session will be reinforced via live engagement, along with supplementary learning materials.

\*Option to add on an introduction to Aviation Careers

## Learning Objectives

- Learn about the history and development of Changi Airport, an important national asset of Singapore.
- Develop a sense of appreciation for heritage, as well as an understanding and respect for the decisions of early leaders which shaped Changi's success today
- Gain awareness about the challenges faced by Singapore's air hub as a small city-state and how Changi turns challenges into opportunities, to stay ahead in a competitive global landscape.
- Develop a sense of national pride through behind-the-scenes insights on what it takes to be the world's best and constant pursuit of excellence.
- Build confidence and resilience to overcome challenges as a community

**Recommended Levels**

Upper Primary - Secondary Students

**Duration**

1 hour

**Class Size**

Minimum 40

**Programme Conduct Options**

Virtual / Physical



# 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 Changi'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, putting our customers, at the core of what we do, continually rethinking travel and reinventing what an airport should be - has underpinned Changi'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 Levels**  
Secondary Students



**Duration**  
1.5 hours (including Q&A)



**Class Size**  
Minimum 40



**Programme Conduct Options**  
Virtual / Physical

# Changi Art Odyssey



Have you ever noticed the artworks that can be found all over Changi Airport's terminals? Find out about how Changi integrates art with experience, and how art is curated.

For physical visits, an interactive sketchwalk will form part of the learning experience, with students guided on a tour to check out and sketch various art pieces around the airport.

## Learning Objectives

- Learn about different types of artforms that are found in Changi Airport and how art is used at airport to create experiences
- Nurture an informed awareness and appreciation of the visual arts.
- Appraise art pieces through the lens of design principles, materials and processes
- Propose alternative concepts for an art piece (e.g. if not this material, what material, etc).
- Assess the context, materiality, shape & form of artworks in their environment
- Gain a better understanding of the curatorial process and 3 key considerations of installing and maintaining artworks

**Recommended Levels**

Secondary Students (Art Elective)

**Duration**

1.5 hour

**Class Size**

Minimum 40

**Programme Conduct Options**

Virtual / Physical



# 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

- Foster greater appreciation for the visual arts (Changi Airport collection) as a means of expression
- Appraise art pieces through the lens of design principles, materials and processes
- Gain a better understanding of the curatorial process and 3 key considerations of installing and maintaining artworks, featuring Changi's own collection of art pieces by renowned local artists Han Sai Por, Ng Eng Teng and Tang Da Wu
- Communicate and express thoughts and experiences in visual or tactile forms
- (Optional add-on) Physical programme includes guided observation & sketching of art pieces in the airport environment, with interesting nuggets of info shared by CAG's resident curator



### Recommended Levels

Institutes of Higher Learning Students  
(Art specialisation)



### Duration

1.5 hours (including Q&A)



### Class Size

Minimum 30



### Programme Conduct Options

Virtual / Physical

# 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 the 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 Levels**

Institutes of Higher Learning Students

**Duration**

1.5 hours (including Q&A)

**Class Size**

Minimum 30

**Programme Conduct Options**

Virtual / Physical



# Changi Air Hub



Though Singapore is but a little red dot, Changi Airport is a major global air hub and one of the busiest international airports in the world. Hear from our Air Hub team on the strategy to grow Changi's value proposition as an air hub, and the efforts that go behind maintaining its leading position in the highly competitive global aviation landscape.

## Learning Objectives

- Introduction to the Changi air hub and gain an understanding of the importance of air connectivity for Singapore
- Insights into how our Air Hub team continues to grow Changi Airport's value proposition and the efforts that go behind to grow the air hub for passengers and cargo

**Recommended Levels**

Institutes of Higher Learning Students

**Duration**

1.5 hours

**Class Size**

Minimum 30

**Programme Conduct Options**

Virtual / Physical

# 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
- [Optional add-on] Visit to Changi Airport Nursery to learn about behind-the-scenes operations and pick up urban gardening tips

**Recommended Levels**

Institutes of Higher Learning Students

**Duration**

1.5 hours (including Q&A)

**Class Size**

Minimum 30

**Programme Conduct Options**

Physical

# 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 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 Levels**

Institutes of Higher Learning Students

**Duration**

1.5 hours (including Q&A)

**Class Size**

Minimum 30

**Programme Conduct Options**

Virtual / Physical



# 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 Levels**

Institutes of Higher Learning Students

**Duration**

1.5 hours (including Q&A)

**Class Size**

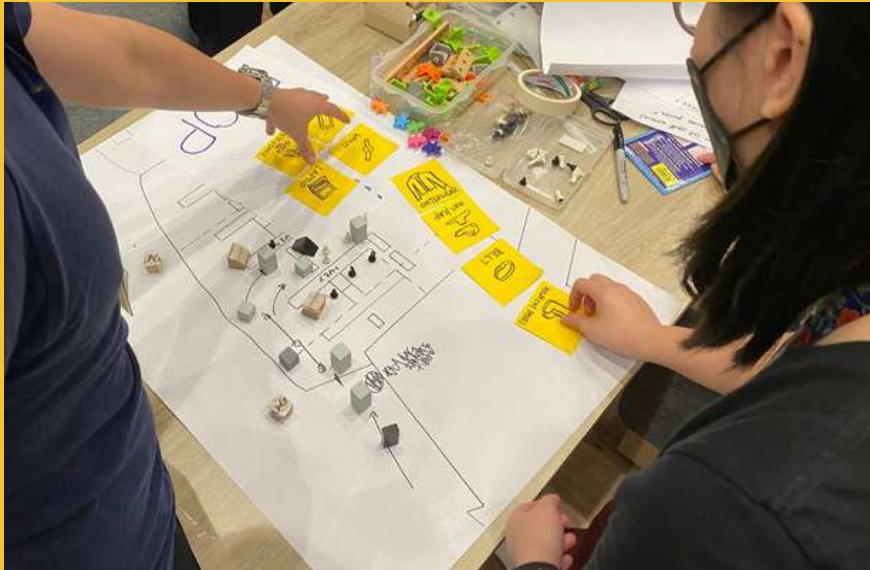
Minimum 30

**Programme Conduct Options**

Virtual / Physical



# Design Thinking Workshop for Tertiary Students: Service Design



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 Levels

Institutes of Higher Learning Students



### Duration

3 hours



### Class Size

Minimum 30



### Programme Conduct Options

Physical

# Design Thinking Workshop for Young Learners: "A Day In The Life Of A Changi Trolley"



Ever wondered how Changi Airport redefined the concept of what an airport should be, and how it created unique experiences beyond one's wildest dreams, such as the world-class Jewel Changi Airport?

Dive into the world of design thinking in this highly creative educational workshop, "A Day in the Life of a Changi Trolley", which will hone your child's creative problem-solving skills! Through fun activities, young minds will learn the key elements of design thinking – from empathising with problems and identifying needs of travellers... letting their imagination run wild with ideas... to creating prototypes of their re-imagined airport of the future! The best part is, they will be having fun while learning how to create user-centric solutions and acquiring valuable mindsets that will help them in their growth journey.

## Learning Objectives

- Learn how Changi Airport is continually redefining travel, changing an airport from a mundane 'interchange' for planes, to an evolutionary experience for all
- Develop a young innovator's mindset in students and hone their creativity skills
- Develop a sense of empathy through identifying needs of travellers and applying creative problem-solving skills



### Recommended Levels

Secondary - Tertiary Students



### Duration

3 hours



### Class Size

Minimum 30



### Programme Conduct Options

Physical



BROUGHT TO YOU BY



**CHANGI**  
EXPERIENCE  
STUDIO

# Contact Us

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