Digital Transformation and Innovation in Aviation Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

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Course Introduction / Overview:

The aviation industry is at a critical inflection point, where digital transformation is no longer an option but a necessity for survival and growth. This comprehensive course is designed to navigate the complexities of this evolution, offering a deep dive into the technologies and strategies reshaping air travel. We will explore how innovations in AI, IoT, and big data are revolutionizing everything from operational efficiency and predictive maintenance to the end-to-end digital passenger journey. Drawing on strategic frameworks inspired by thought leaders like Michael E. Porter, we will analyze how to build a competitive advantage in a digitized airspace. The curriculum delves into practical applications discussed in works such as "The Digital Airline: A New Era of Agility and Innovation," examining real-world case studies of smart airports and connected aircraft. BIG BEN Training Center has meticulously crafted this program to empower aviation professionals with the foresight and skills to lead change, manage technological integration, and foster a culture of continuous innovation, ensuring their organizations are not just adapting but are at the forefront of the industry's future.

Target Audience / This training course is suitable for:

- Airline Executives and Senior Management.
- Airport Operations Managers.
- Aviation IT and Technology Professionals.
- Air Traffic Management Specialists.
- Aviation Strategy and Business Development Planners.
- Maintenance, Repair, and Overhaul (MRO) Managers.
- Aviation Cybersecurity Experts.
- Regulatory and Compliance Officers.
- Aviation Consultants and Analysts.
- Customer Experience and Marketing Managers.

Target Sectors and Industries:

- Commercial Airlines.
- Airport Authorities and Operators.
- Air Navigation Service Providers (ANSPs).
- Maintenance, Repair, and Overhaul (MRO) Organizations.
- Aviation Technology and Software Companies.
- Aerospace Manufacturing.
- Air Cargo and Logistics Providers.
- Governmental Bodies and Civil Aviation Authorities.
- Business and Corporate Aviation.
- Ground Handling Service Companies.

Target Organizations Departments:

- Information Technology (IT) and Digital Strategy.
- Operations and Flight Management.
- Corporate Strategy and Planning.
- Maintenance and Engineering.
- Customer Service and Passenger Experience.
- Security and Cybersecurity.
- Marketing and Commercial Departments.
- Finance and Revenue Management.
- Human Resources and Training.
- Supply Chain and Logistics.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the key drivers and components of digital transformation in the aviation sector.
- Evaluate the impact of core technologies like AI, IoT, and big data on airline and airport operations.
- Develop a strategic framework for implementing digital innovation projects.
- Design an enhanced digital passenger journey from booking to arrival.
- Assess cybersecurity threats specific to the connected aviation ecosystem and formulate mitigation strategies.
- Understand the role of data analytics in predictive maintenance and operational optimization.
- Explore the potential of emerging technologies such as blockchain and digital twins in aviation.
- Formulate strategies for integrating sustainable aviation technologies into digital roadmaps.
- Lead and manage cultural change associated with digital transformation within an aviation organization.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and directly applicable to the professional challenges faced in the aviation industry. This course moves beyond traditional lectures to foster a dynamic learning environment where participants actively engage with the material. We utilize a blend of expert-led presentations, in-depth case studies of leading airlines and smart airports, and collaborative group workshops. Participants will work in teams to analyze real-world scenarios, develop digital transformation roadmaps, and present their strategic solutions. Interactive sessions, Q&A panels, and peer-to-peer discussions are integral to the process, encouraging the sharing of diverse perspectives and experiences. Practical exercises will focus on applying concepts like data analysis for operational efficiency and designing customer-centric digital services. This hands-on approach ensures that participants not only grasp the theoretical concepts but also develop the practical skills and confidence to lead innovation and drive digital change within their own organizations.

Course Agenda (Course Units):

Unit One The Digital Aviation Landscape

- Foundations of Digital Transformation in the Aviation Industry.
- Key Drivers for Change: Passenger Expectations, Operational Costs, and Competition.
- Understanding Aviation Industry 4.0 Concepts.
- Challenges and Barriers to Digital Adoption in Aviation.
- Global Trends in Aviation Technology and Innovation.
- Case Study: Early Adopters of Digital Strategy in Airlines.
- Mapping the Digital Ecosystem: Stakeholders and Interdependencies.

Unit Two Core Technologies Revolutionizing Aviation

- Artificial Intelligence (AI) and Machine Learning in Flight Operations.
- The Internet of Things (IoT) for Smart Airports and Connected Aircraft.
- Big Data Analytics for Predictive Maintenance and Route Optimization.
- Blockchain Applications for MRO, Ticketing, and Supply Chain.
- Cloud Computing as an Enabler for Scalable Aviation Solutions.
- Biometrics and Identity Management for a Seamless Passenger Journey.
- Augmented and Virtual Reality (AR/VR) in Training and Maintenance.

Unit Three Transforming Aviation Operations

- Digitalization of Air Traffic Management (ATM).
- Implementing Predictive Maintenance Programs.
- The Anatomy of a Smart Airport: Automation, Sensors, and Data Integration.
- Optimizing Ground Handling and Turnaround Processes with Technology.
- Digital Twin Technology for Aircraft and Airport Infrastructure.
- Enhancing Operational Control Centers with Real-Time Data.
- Cybersecurity for Critical Aviation Operational Systems.

Unit Four The Digital Passenger and Commercial Innovation

- Mapping the End-to-End Digital Passenger Journey.
- Personalization Strategies in Airline Marketing and Ancillary Revenue.
- Leveraging Mobile Technology and Applications for Enhanced Experience.
- Innovations in In-Flight Entertainment and Connectivity (IFEC).
- Digital Air Cargo and Logistics Management.
- New Aviation Business Models in the Digital Era.
- Customer Relationship Management (CRM) and Loyalty in a Digital Context.

Unit Five Strategy, Governance, and the Future

- Developing a Digital Transformation Roadmap for an Aviation Organization.
- Managing Change and Fostering a Culture of Innovation.
- Regulatory and Compliance Considerations (RegTech).
- The Role of Digitalization in Sustainable Aviation (SAF and Efficiency).
- Future Outlook: Advanced Air Mobility (AAM) and Unmanned Aircraft Systems (UAS).
- Building a Resilient and Agile Digital Aviation Enterprise.
- Final Project: Crafting a Business Case for a Digital Initiative.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As automation and AI become more integrated into air traffic management, what ethical frameworks are necessary to govern autonomous decision-making in critical flight scenarios?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a holistic, strategic perspective on aviation's digital evolution, moving beyond a mere technical overview. While other programs may focus on individual technologies, we integrate technology, operational strategy, and passenger-centric innovation into a unified framework. Our curriculum is built around real-world aviation case studies, enabling participants to analyze the successes and failures of digital initiatives at major airlines and airports. A key differentiator is the focus on implementation; participants will learn not just what technologies exist, but how to build a business case, develop a strategic roadmap, and manage the significant organizational change required for successful transformation. The course uniquely addresses the intersection of digitalization with critical contemporary issues like cybersecurity and sustainability, preparing leaders for the multifaceted challenges of the modern aviation landscape. The emphasis is on cultivating strategic thinking and leadership capabilities, ensuring that graduates can drive meaningful and lasting innovation rather than simply adopting new tools.