



# Air Cargo Management

Classroom and In-Company Course (5 days/40 hours)

## Get a 360° perspective on the air cargo industry.

Review the cargo system with an international perspective, focusing on the business, operations and regulatory fundamentals. This interactive course provides the opportunity to learn from industry experts working at top Airlines and Freight Forwarders.

### Objectives

- Improve your competitive performance using practical management tools
- Identify shippers' changing needs to adjust your business for immediate results
- Maintain optimum levels of customer service without increasing your costs
- Research changes within the cargo industry and plan for them
- Stay current with the latest business and technological trends

### Target audience

This course is open to all graduates and professionals new to the cargo industry:

- Cargo and airline analysts
- Cargo and airline managers
- Entry-level regulators and other industry stakeholders

### Certificate awarded

An **IATA Certificate** is awarded upon successful completion of the course and final examination.

This course can be applied toward an **IATA Diploma**:

- [Cargo Management](#)

### Key topics

- The Cargo Industry and Its Stakeholders
  - Industry structure and common challenges
  - The operations of freight forwarders, airline cargo units, and others
- Marketing and Sales for Cargo
  - Pricing and revenue management
  - Product definition
  - Industry best practices and benchmarking
- Trends in Technology
  - IATA's e-cargo initiatives
  - E-opportunities: How to optimize the use of the internet and intranet within your organization
- Operations and Management
  - Cargo trends and forecasts
  - Business processes
  - Managing performance and KPIs
  - Customer service
  - Industry regulations and their impact

### Activities

- Business cases analysing recent events
- Final examination



## Breakdown by session

### Day 1

- Overview of the air cargo market
  - Changes & trends
  - Shipper & consignee expectations
  - Challenges for airlines/GHA, airports, & forwarders/integrators
- E-cargo
  - E-Shipping platforms & cargo community systems
  - Quality management: cargo 2000
  - Simplifying the business: e-AWB & e-freight
  - Security: Secure Freight
  - CASS

### Day 3

- Sales management
  - In-house or GSA/GSSA
- Customer service & training
  - Role & scope
  - Incident & claims handling
- Marketing
  - Marketing mix
  - Internal marketing

### Day 5

- Case study & presentation
- Final examination

### Day 2

- Cargo operations
  - Self handling or outsourcing
  - Quality Control
- Freighters
  - Future for freighters
  - Lease or own?
- Interlining
  - What is interlining?
  - When to & not to interline

### Day 4

- Revenue Management
  - Pricing strategy
  - Network management
- Strategy
  - Building a realistic cargo business strategy
- Leadership
  - People management
- Enablers for tactical implementation: IT support, training, etc.