



Regional  
Training Partner

# IATA-RTP TRAINING COURSE

BOOST YOUR KNOWLEDGE AT BATC

**2020**



**Air Cargo  
Management**

# Air Cargo Management

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

This highly interactive course provides a 360° management perspective from industry experts working at the most successful airlines and freight forwarders about the air cargo industry. You will review the cargo management system with an international perspective, focusing on the business, operations and regulatory fundamentals. Over five days you will explore how the air cargo industry is changing and how to identify opportunities to become more successful as a manager in your company.

## Objectives

Upon completion of this course you will be able to:

- Improve your competitive performance using practical management tools including revenue management and pricing
- Identify your customers' changing needs to adjust your business for immediate results
- Maintain optimum levels of customer service without increasing your costs
- Analyze changes within the cargo industry and its stakeholders
- Stay current with the latest business and technological trends

## Target audience

- Cargo and airline managers
- Air cargo agents, forwarders, consolidators middle or senior management staff
- Young graduates aspiring an executive career in the air cargo industry
- Entry-level regulators and other industry stakeholders

## Prerequisites

Participants should have prior knowledge of:

- Air cargo procedures

## Recommended level

- Intermediate and Management

## Key topics

- The cargo industry and its stakeholders
- Marketing and sales for cargo
- Pricing and revenue management
- Trends in technology
- IATA's e-cargo initiatives
- Optimizing the use of the internet and intranet within your organization
- Operations and management
- Cargo trends and forecasts
- Business processes
- Industry regulations and their impact

## Activities

- Business cases
- Final examination

## Certificate awarded

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

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### Course schedule

#### Day 1

- **Overview of the air cargo market**
  - Changes and trends
  - Shipper and consignee expectations
  - Challenges for airlines, Ground Handling Agents (GHA), airports, and forwarders/integrators
- **E-cargo**
  - E-shipping platforms and cargo community systems
  - Quality management: cargo 2000
  - Simplifying the business: e-AWB and e-freight
  - Cargo Accounts Settlement System (CASS)

#### Day 3

- **Sales management**
  - In-house or General Sales and Services Agent (GSSA)
- **Customer service and training**
  - Role and scope
  - Incident and claims handling
- **Marketing**
  - Marketing mix
  - Internal marketing

#### Day 5

- **Case study and 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 and 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.

Category	Price (USD, before taxes)
Regular	\$3,100.00
Members	\$2,790.00
Developing Nations	\$2,170.00