



Air Cargo Management (Strategic & Leadership)

PIK877-0926 SPN-M-1



Place : Madrid **Venue** : Hotel Emperador (Gran Via 53 - 28013 Madrid - SPAIN) - TBC
Start Date : 07-09-2026 **End Date** : 11-09-2026 **PPP** : £5150



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**If you can't train them,
you can't blame them!**

Short Description:

COURSE DESCRIPTION This intensive program provides a comprehensive understanding of the strategic, commercial, and operational dimensions of air cargo management. Participants will explore how cargo airlines design profitable networks, optimise revenue, and compete in a rapidly evolving global logistics environment shaped by e-commerce, digitalisation, and supply chain disruptions. The course combines industry frameworks, real-world case insights, and interactive discussions to build practical decision-making skills. Emphasis is placed on leadership capabilities—helping participants align operational performance with commercial strategy, manage change, and drive sustainable growth in a competitive international market.

Course Overview:

COURSE OBJECTIVES

By the end of the program, participants will be able to:

- Understand the global air cargo ecosystem and key market drivers.
- Develop and evaluate cargo network and route strategies.
- Apply revenue management and pricing techniques to maximise profitability.
- Align operational performance with commercial and strategic goals.
- Lead transformation initiatives including digitalisation and process improvement.

TARGET AUDIENCE

This course is designed for:

- Cargo commercial managers and sales leaders.
- Operations managers and supervisors.
- Network planning and route development teams.
- Revenue management and pricing specialists.
- Airport cargo terminal managers.
- High-potential future leaders in cargo and logistics.

Program Outline:

DAY-1: The Global Air Cargo Landscape

- Evolution of the air cargo industry.
- Key players (airlines, forwarders, integrators).
- Market trends (e-commerce, pharma, perishables).
- Regulatory environment (IATA, ICAO frameworks).
- Competitive positioning and benchmarking.

DAY-2: Cargo Network & Route Strategy.

- Hub-and-spoke vs point-to-point models.
- Route profitability analysis.
- Capacity planning (freighters vs belly cargo).
- Fleet strategy and aircraft utilisation.
- Market entry and expansion decisions.

DAY-3: Revenue Management & Pricing

- Cargo pricing fundamentals.
- Yield management and capacity control.
- Dynamic pricing strategies.
- Contract vs spot pricing.
- Revenue optimisation tools and KPIs.

DAY-4: Operations Excellence & Customer Value

- End-to-end cargo operations flow.
- Service quality and reliability.
- Handling special cargo (pharma, DG, perishables).
- Customer experience and service differentiation.
- Performance metrics and continuous improvement.

DAY-5: Leadership, Innovation & Digital Transformation

- Leadership in cargo organisations.
- Change management in aviation.
- Digital cargo (e-AWB, automation, tracking).
- Data-driven decision making.
- Sustainability and future trends in air cargo.

CASE-STUDY: Emirates SkyCargo – Building a Global Cargo Leader