



## **Air Cargo Management (Strategic & Leadership)**

PIK877-0227 TH-BK-1



<b>Place</b>	: Bangkok	<b>Venue</b>	: Novotel Bangkok on Siam Square (392 44 Siam Square Soi 6, Pathum Wan, Khet Pathum Wan, Bangkok, 10330, THAILAND) - TBC		
<b>Start Date</b>	: 01-02-2027	<b>End Date</b>	: 05-02-2027	<b>PPP</b>	: £4550



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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