

AirCargo Revenue Management NEXT

Next-Level RM: Shaping the Future of Profitability

CLASSROOM TRAINING IN ENGLISH

AIR CARGO MANAGEMENT



Description



As the air cargo industry enters a new era of digitalization and complexity, revenue management professionals are challenged to think beyond traditional models. AirCargo Revenue Management NEXT is an advanced, workshop-style training designed for experts and experienced practitioners who are ready to shape the future of cargo profitability.

This two-day course blends deep-dive instruction with interactive problem-solving and consulting-inspired coaching. Participants will explore advanced strategies in pricing, capacity management, demand forecasting, and overbooking — all tailored to the specific dynamics of air cargo. Emphasis is placed on real-world application, using simulations, case studies, and collaborative exercises to tackle today's toughest RM challenges. Key themes include next-generation pricing logic, the integration of AI and predictive analytics, dynamic capacity steering, and the strategic role of revenue management in cross-functional decision-making. The format encourages peer exchange and direct engagement with instructors, creating an intensive, hands-on learning experience. This workshop is ideal for professionals with a solid foundation in cargo revenue management who want to deepen their impact, master cutting-edge tools, and contribute to the strategic profitability of their organizations.

SCHEDULED LOCATIONS

 1.550,- p/P excl VAT

 2 DAYS

 MIN PARTICIPANTS

aviationnow.academy

Course Location: Europe or in-company world-wide
Included: course material, certificate

Target group



- Revenue Management Experts, Pricing Strategists, and Capacity Planners
- Commercial, Digital, and Transformation Leaders
- Experienced professionals from airlines, GSSAs, freight forwarders, and integrators
- Cross-functional stakeholders
- High-potential leaders

Learning objectives



- Design and implement next-generation pricing architectures, leveraging real-time market signals, predictive analytics, and adaptive algorithms.
- Integrate AI-powered demand sensing and capacity control into strategic revenue decision-making to dynamically respond to shifting market conditions.
- Apply hyper-personalized revenue steering by combining customer-level behavioral data, segmentation, and digital interaction patterns.
- Evaluate the use of reinforcement learning, automation, and algorithmic trading in cargo space monetization and spot-market pricing.
- Simulate future-state revenue scenarios through digital twins and AI-based simulation environments to test new strategies and pricing rules.
- Shape strategic direction by aligning revenue management with cargo product strategy, customer promises, and sustainability goals.
- Design frameworks for dynamic contribution forecasting, integrating financial metrics, emissions data, and capacity risk.
- Explore how blockchain, IoT, and smart contracts will transform pricing integrity, SLA compliance, and revenue leakage prevention.
- Critically assess the evolving landscape of revenue management system providers, including open APIs, modular RM stacks, and customizable decision layers.
- Develop methodologies to harmonize long-term network planning with short-term RM actions, using AI-powered optimization and multi-objective planning.
- Lead cross-functional initiatives that embed RM logic into commercial planning, sales performance, and digital distribution channels.
- Position revenue management as a strategic enabler within the airline's digital transformation journey - from tactical tool to profit architect.

