

AirCargo Business Models of the Future

Shaping Tomorrow's Air Logistics Strategies

CLASSROOM TRAINING IN ENGLISH

AIR CARGO MANAGEMENT

Description



In a rapidly evolving global landscape shaped by digitization, automation, and shifting customer expectations, strategic thinking has become a cornerstone of success in air logistics. This three-day training program is designed to help professionals not only understand but anticipate the forces transforming the cargo industry - and to translate that understanding into forward-looking, actionable strategies.

Participants will explore the latest developments in strategic planning, with a focus on how innovative business models, emerging technologies, and changing market dynamics are reshaping the future of air cargo. Through a mix of expert-led lectures, interactive exercises, real-world business cases, and advanced planning simulations, this course offers a dynamic learning experience tailored to the challenges of tomorrow's air logistics environment. Emphasis is placed on practical application, enabling attendees to connect strategic concepts to their own organizational context. The course provides a comprehensive foundation in modern strategic thinking, while also introducing future-driven tools and frameworks to support more agile, resilient, and visionary planning. Whether navigating disruption or driving transformation, participants will gain valuable insights into how to build strategies that are not only robust, but ready for the future of air logistics.

SCHEDULED LOCATIONS

€ 1.950,- p/P excl VAT

3 DAYS

MIN PARTICIPANTS

aviationnow.academy

Course location: Europe or in-company
Included: course material, certificate

Target group



- Cargo executives and senior managers
- Functional managers transitioning into broader business leadership roles
- High-potential talent and future leaders with experience in air cargo or logistics
- Strategic planners, innovation leads, and professionals responsible for business development or transformation initiatives

Learning objectives



- Apply structured, high-level, and creative thinking frameworks to initiate and guide strategic planning processes in air logistics.
- Design and implement innovation-driven approaches for developing future-focused business strategies that support sustainable growth in air cargo.
- Utilize appropriate tools for monitoring, measuring, and adjusting strategic performance.
- Understand the strategic importance of ROI and how to maintain clear focus on financial returns throughout the planning cycle.
- Analyze and evaluate diverse target markets to identify new opportunities and positioning strategies.
- Gain a practical understanding of managerial methodologies, including the fundamentals of product and service positioning within the cargo industry.
- Recognize key growth drivers and constraints affecting both company performance and broader trends within the air cargo market.
- Assess the role of pricing strategy in overall competitiveness, including the rationale and application of a dual-pricing approach.
- Comprehend the process and impact of strategic goal setting in aligning organizational direction with long-term vision.
- Explore real-world best practices and case studies from leading air logistics companies and innovators.
- Understand how strategic planning aligns with risk management and incorporates critical security considerations.

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