

AirCargo Executive Leadership Program

A transformative journey shaping the future of Air Logistics

CLASSROOM IN ENGLISH

AIR CARGO LEADERSHIP



Redefining Leadership in the Future of Air Logistics!

In an era of rapid transformation, the air cargo industry demands leaders who can think strategically, act decisively, and adapt proactively. The Air Cargo Executive Leadership Diploma is designed to empower the next generation of air cargo professionals, equipping them with the skills, insights, and tools to drive innovation, optimize profitability, and build sustainable business models.

This dynamic program consists of six cutting-edge modules, each addressing a critical aspect of modern air cargo leadership. Participants embark on a TIACA (The International Air Cargo Association) recognized diploma journey, gaining a holistic, future-focused leadership perspective. The program blends expert-led training, real-world case studies, interactive discussions, and exclusive industry insights. Beyond the classroom, the learning experience extends into the real world. Each module includes exclusive guest speaker sessions, where industry pioneers share firsthand insights on market trends, disruptive technologies, and strategic leadership. Additionally, Saturday site visits take participants inside leading airports, cargo hubs, and logistics facilities, offering an immersive, behind-the-scenes look at how top companies operate.

For those enrolling this diploma, the journey doesn't stop at knowledge acquisition - it's about real transformation. Module 7: Leadership Transformation & Business Coaching provides personalized executive coaching, ensuring that participants can effectively apply their learnings, develop strategic leadership capabilities, and implement impactful changes within their organizations. This includes tailored development plans, continuous feedback, and mentorship from industry experts, bridging the gap between theory and practical execution. By completing this program, participants earn an AviationNOW / TIACA Diploma, a globally recognized credential that signifies expertise in strategic air cargo management. Whether you are looking to elevate your leadership potential, future-proof your organization, or position yourself at the forefront of the industry, this diploma equips you with the vision, skills, and confidence to lead with impact.

Are you ready to shape the future of air cargo? Join us on this transformative journey and redefine what's possible in air cargo leadership.

[AIRFREIGHTACADEMY.COM](https://airfreightacademy.com)



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Program Structure



- 6 Core Modules
- 1 Week Monday to Friday per 2 Modules (3 Weeks in Total)
- Peer Groups for Case Studies
- Exclusive Guest Speaker Sessions (Wednesday Evenings)
- Industry Immersion: Site Visits to Airports, Cargo Facilities & Key Industry Players (Saturdays)
- Module 7: Executive Business Coaching incl. personalized leadership development plan

MODULES OVERVIEW

MODULE 1
3 DAYS / ENGLISH

**AIR CARGO
BUSINESS MODELS
OF THE FUTURE**

MODULE 3
3 DAYS / ENGLISH

**AIR CARGO
REVENUE
MANAGEMENT**

MODULE 5
3 DAYS / ENGLISH

**AIR CARGO
SALES
MASTERY™**

MODULE 2
2 DAYS / ENGLISH

**AIR CARGO ROUTE
AND NETWORK
PROFITABILITY**

MODULE 4
2 DAYS / ENGLISH

**AIR CARGO
BUSINESS
INTELLIGENCE**

MODULE 6
2 DAYS / ENGLISH

**CUSTOMER
EXCELLENCE
IN AIR LOGISTICS**

MODULE 7
5 HRS ONLINE / ENGLISH

**LEADERSHIP
TRANSFORMATION &
BUSINESS COACHING**

INFO



VIENNA
or IN-COMPANY



12.990,- P/P EXCL. VAT



15 DAYS
+ SITE VISITS + COACHING



MIN PARTICIPANTS

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Learning Objectives



- Please see the product sheet of each individual class

Who should attend ?



- Emerging and Established Leaders – Functional managers transitioning into leadership roles or preparing for executive responsibilities.
- AirCargo Executives & Decision-Makers – Senior leaders, high-potential professionals, and future industry influencers with air cargo expertise.
- Industry Professionals Across the Supply Chain – Managers, supervisors, and frontline staff from airlines, cargo agents, consolidators, freight forwarders, and key suppliers.
- Experienced Professionals Seeking Growth – Individuals and teams looking to refresh, expand, or refine their air cargo knowledge.
- Innovation & Digital Transformation Leaders – Professionals driving modernization, automation, and data-driven strategies in air cargo logistics.
- Logistics & Operations Experts – Employees in shipping, loading, and logistics departments seeking to optimize efficiency and leadership impact.



AirCargo Business Models of the Future

Shaping Tomorrow's Air Logistics Strategies

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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

€ SEE ABOVE

🕒 3 DAYS

👤 MIN PARTICIPANTS

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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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AirCargo Route and Network Profitability

Shape. Analyze. Optimize. Built Profitable Cargo Networks



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AIR CARGO LEADERSHIP

Description



Profit-Driven Network Design: Mastering Route & Network Profitability in Air Cargo! Transform data into decisions. Build networks that perform. In tomorrow's air cargo landscape, profitability isn't just a result — it's a design principle. This course gives professionals the tools to evaluate and shape cargo networks based on real performance, cost-efficiency, and financial sustainability.

You'll learn how to assess route profitability using real-world data, optimize fleet deployment and cargo capacity, and make confident decisions about when to expand, adjust, or withdraw services. The training covers how to define meaningful KPIs, create dynamic dashboards for financial visibility, and simulate "what-if" scenarios to test the impact of route changes before implementation. By aligning operational choices with broader business strategies, you'll develop the ability to enhance competitiveness through smarter scheduling, targeted pricing, and intelligent network planning. More than just analysis, this course turns profitability into a proactive, strategic capability - critical for building a resilient and results-driven air cargo operation. Ideal for professionals in network planning, cargo operations, finance, and revenue management ready to lead with numbers and make route decisions that power long-term growth.

 SCHEDULED LOCATIONS

 SEE ABOVE

 2 DAYS

 MIN PARTICIPANTS

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

Target group



- Cargo executives and senior management seeking to sharpen profitability oversight and strategic network thinking
- High-potential talents and future leaders being prepared for expanded responsibilities in commercial or operational leadership
- Functional and middle managers (from planning, operations, revenue management, finance, and scheduling) who are moving into broader business roles

Learning objectives



- Understand how route profitability is shaped by intelligent network and schedule planning, and identify the critical levers that drive sustainable financial performance
- Gain insight into designing, implementing, and evolving a dynamic cargo network strategy aligned with performance targets and market realities
- Master modern planning methodologies that reflect the economics, complexity, and operational rhythms of cargo airlines or cargo departments
- Apply forecasting techniques to model hub systems, traffic flows, and schedule design — enabling proactive planning in volatile markets
- Maximize network-wide profit potential through data-driven flight selection, aircraft rotation strategies, and smart routing decisions
- Navigate the balance between route-level profitability and overall network contribution, leveraging advanced tools for strategic trade-offs
- Utilize digital tools and dashboards to measure, monitor, and visualize route profitability
- Analyze multidimensional data - including time periods, operational parameters, traffic types, and financials - to uncover patterns and inform action
- Explore opportunities for cost and revenue optimization, and understand the mechanics of cost structures, allocations, and profit levers
- Evaluate external market dynamics and competitive variables that influence the profitability and sustainability of your network



AirCargo Revenue Management

Maximizing Contribution and Optimizing Capacity

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AIR CARGO LEADERSHIP



Description



Learn fundamental Air Cargo Contribution, Capacity and Pricing Optimization skill. Revenue management is a critical function for air cargo carriers, enabling them to maximize profitability by strategically managing pricing, inventory, and demand. This course offers a solid foundation in the principles and practices of revenue optimization tailored to the air cargo industry.

Through a combination of expert-led lectures, hands-on exercises, and interactive simulations, participants will gain valuable, practical insights into revenue steering techniques and optimization strategies. The course focuses on real-world application, empowering participants to directly impact their organization's contribution margins and performance. Participants will explore how dynamic pricing, demand forecasting, and resource allocation can drive smarter decisions and improved yields. The course also introduces emerging technologies and the growing role of artificial intelligence in air cargo revenue management, illustrated through cutting-edge case studies and best practices. This training is ideal for professionals seeking to build a strong foundation in cargo revenue management while also staying ahead of industry innovations.

Learning objectives



- Gain an overview of the air cargo industry with a focus on pricing optimization and revenue steering
- Understand the role and core principles of revenue management in air cargo
- Explore the impact of global trade dynamics and structural industry changes
- Comprehend the benefits of implementing static versus dynamic revenue management systems
- Practice key forecasting techniques for demand and capacity planning
- Learn about yield management systems and how to monitor performance effectively
- Understand overbooking strategies, discounted allocations, and inventory control mechanisms
- Master the balance between demand and supply to maximize revenue and contribution
- Discover recent trends and innovations in air cargo revenue management
- Work with artificial intelligence tools and data analytics to optimize pricing and capacity decisions
- Analyze the alignment between air cargo market needs and the offerings of revenue management system providers
- Understand customer segmentation and behavior modeling for targeted revenue strategies
- Learn how digital transformation and automation are reshaping air cargo revenue management
- Gain insight into how sustainability and environmental factors influence revenue strategies and network planning

 SCHEDULED LOCATIONS

 SEE ABOVE

 3 DAYS

 MIN PARTICIPANTS

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

Target group



- Professionals from airlines, cargo agents, freight forwarders, consolidators, and logistics service providers
- Individuals in commercial, operational, planning, or finance roles related to air cargo transport
- Managers and team leads aiming to strengthen their understanding of revenue management concepts
- High-potential talents and emerging leaders seeking a strategic view of capacity and pricing optimization
- Functional managers who have recently transitioned, or are preparing to transition, into broader business or leadership roles

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AirCargo Business Intelligence

Mastering Market Dynamics & Competitive Positioning

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AIR CARGO LEADERSHIP



Description



Unlock the Future of Air Cargo Strategy with Data-Driven Intelligence!

This immersive two-day training explores cutting-edge innovations and transformative trends in business intelligence and competitive analysis. In an increasingly data-saturated world, the ability to harness advanced analytics, AI-driven insights, and predictive market modeling is no longer optional - it's a critical business advantage.

AirCargo Business Intelligence - Mastering Market Dynamics & Competitive Positioning equips industry professionals with the strategic mindset and digital tools to decode complex market behaviors, benchmark against competitors in real-time, and proactively shape business outcomes. Participants will explore the power of modern BI platforms, machine learning applications in cargo forecasting, and interactive dashboards that fuel high-impact decision-making. Through hands-on simulations, real-world case studies, and collaborative strategy labs, attendees will build future-ready capabilities to identify growth opportunities, optimize market positioning, and turn intelligence into measurable commercial success. Whether you're in a leading position or influencing strategic direction, this course offers the insights and skills to stay ahead in a hyper-competitive, rapidly evolving global cargo landscape.

 SCHEDULED LOCATIONS

 SEE ABOVE

 2 DAYS

 MIN PARTICIPANTS

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

Target group



- Business intelligence professionals, commercial leaders, strategy managers, and operational executives from airlines, cargo carriers, freight forwarders, and logistics providers.
- Professionals from cargo agencies, ground handling services, consolidators, and technology solution providers involved in the air cargo supply chain.
- High-potential talents, rising leaders, and functional managers preparing for or recently transitioned into strategic or business leadership roles.

Learning objectives



- Grasp the strategic and analytical foundations essential for data-driven market and competitor intelligence.
- Analyze how industry structures and digital disruption shape the performance and agility of air cargo businesses.
- Develop hands-on capabilities in evaluating market players using advanced frameworks and real-time intelligence tools.
- Deepen your expertise in segmentation and micro-segmentation strategies tailored to air cargo logistics.
- Explore next-gen market intelligence platforms, including AI-enhanced IT tools and visualization dashboards.
- Apply strategic analysis techniques to assess both internal operations and dynamic external forces impacting the cargo ecosystem.
- Understand how to build and sustain competitive positioning in volatile and complex global markets.
- Master structured approaches and digital monitoring systems for continuous competitive environment scanning.
- Recognize the evolving role of market research in strategic forecasting and innovation planning.
- Stay informed on global regulatory trends and compliance frameworks shaping the future of air cargo operations.



Air Cargo Sales Mastery™

Strategies, Systems & Psychology for High-Impact Selling

CLASSROOM IN ENGLISH

AIR CARGO LEADERSHIP



Description



Take your AirCargo sales performance to the next level with this advanced training experience built for professionals ready to lead with strategy, insight, and influence. This course is a core component of the AirCargo Sales Leadership Program - a progressive development journey designed to build the next generation of high-performing commercial leaders in air cargo logistics.

In this expert-level module, you'll deepen your command of strategic selling by mastering advanced tools in competitive analysis, market mapping, and multi-channel sales planning. Learn how to monitor performance, drive productivity, and make data-driven decisions that deliver measurable commercial results. At the same time, you'll unlock the psychological side of sales, gaining insight into behavioral profiling, sales persona mapping, and buyer psychology. You'll build emotional intelligence and persuasive communication skills to increase your impact in high-stakes negotiations and leadership settings. This isn't just training—it's transformation. Designed for experienced professionals aiming to evolve into strategic influencers and team leaders, this course is your next step toward commercial excellence in the air cargo industry. Part of the multi-level AirCargo Sales Leadership Program, this course prepares you for the future of air logistics—where selling is both a science and an art.

▶ SCHEDULED LOCATIONS

€ SEE ABOVE

🕒 3 DAYS

👤 MIN PARTICIPANTS

Think strategically.
Sell intelligently.
Lead with purpose.

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

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Learning objectives



- Gain forward-looking insights into current and emerging sales and marketing techniques
- Understand and apply the structured stages of sales strategy using the latest sales leadership frameworks and tools
- Execute advanced sales planning, including identifying and leveraging new and alternative sales channels
- Map and analyze end-to-end processes in air cargo transport - from booking to final delivery - to better align commercial strategies with operational realities
- Build competitive advantage through deep-dive competitor and market analysis
- Evaluate market potential in e-commerce, dynamic pricing, and high-growth sectors
- Optimize customer acquisition and retention by aligning strategies with personal selling styles and behavioral insights
- Develop effective methods for measuring and documenting performance and team productivity
- Explore the role of emerging technologies (e.g., CRM, AI-powered tools, automation) in enhancing sales processes and outcomes
- Strengthen capabilities in customer experience management, transforming interactions into long-term relationships

Target group



- Sales managers, supervisors, and team leaders in air cargo, freight forwarding, or logistics
- Professionals with several years of experience in sales or purchasing roles within logistics, aviation, or global supply chains
- Graduates of the AirCargo Sales Foundations™ course
- Key account managers, business development executives
- Professionals from cross-functional roles



Customer Excellence in Air Logistics

Strategies for Sustainable Customer Service

CLASSROOM IN ENGLISH

AIR CARGO LEADERSHIP

Description



In the dynamic world of air cargo logistics, professional customer service and sustainable customer strategies are essential for long-term business success. This course provides practical insights into building a modern customer care framework, effective stakeholder communication, and the latest innovations and technological developments in the air cargo service sector.

Through interactive exercises, you will gain valuable insights into proven customer communication methods, digital trends, and strategic concepts. Learn how to enhance customer interactions, not only by reducing complaints but also by strengthening customer loyalty, optimizing service processes, and ensuring long-term success. A special focus will be placed on Neuromarketing in customer service, exploring how psychological triggers influence customer decisions and how you can leverage this knowledge to create stronger emotional connections, improve customer satisfaction, and drive loyalty. Additionally, you will receive a **practical toolbox** with templates, checklists, and best practices tailored to the daily work of customer service in air cargo logistics.

This course equips you with the tools to future-proof your customer service, effectively utilize digital opportunities, and gain long-term competitive advantages.

SCHEDULED LOCATIONS

SEE ABOVE

2 DAYS

MIN PARTICIPANTS

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Who should attend ?



- Airlines, Forwarders and GHAs customer service representatives
- Inside sales professionals in Air Logistics
- Employees in sales and procurement within logistics departments
- Professionals who interact daily with customers, partners, or stakeholders
- Managers and team leaders in customer service and support

Learning Objectives



- Understand trends and innovations in customer service
- Gain insights into the latest developments and technologies in air cargo customer service
- Evaluate the role of AI, automation, and digital platforms in customer support
- Develop and implement a modern customer service concept
- Learn the fundamentals of excellent customer service and integrate them into daily operations
- Design sustainable strategies for long-term customer retention in air cargo logistics
- Consider cultural and social factors in customer interactions
- Develop sensitivity to intercultural differences and global customer needs
- Create adaptive and audience-specific communication strategies
- Apply communication and conflict management techniques effectively
- Analyze and enhance your own communication and conflict resolution style
- Handle customer inquiries efficiently and manage escalations professionally
- Optimize internal and external communication processes
- Actively shape customer relationship and experience management
- Identify customer needs and implement targeted service strategies
- Use complaint management as an opportunity for customer retention
- Deliver successful customer experiences through digital service innovations and social media strategies
- Reflect on your role as a customer service professional in air cargo logistics
- Understand the importance of a service-oriented mindset
- Apply the toolbox to optimize your own work processes

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Business Coaching for AirCargo Executives

Tailored coaching program for personal development

ONLINE IN ENGLISH

AIR CARGO LEADERSHIP



Description



The “Business Coaching for AirCargo Executives” is a tailored coaching program designed for personal development and leadership growth in the air cargo industry. This module is available exclusively as Module 7 within the leadership programs – the “AirCargo Executive Leadership Program” and the “AirCargo Sales Leadership Program.” It provides integrated coaching support throughout the entire duration of the program.

When booked separately from the leadership programs, the coaching comprises 10 sessions of 50 minutes each. Participants benefit from a personalized learning and development plan aligned with their individual goals. Within the Leadership Programs, business coaching consists of 5 hours and is included in the program package. Throughout the program, they receive detailed feedback on exercises and test results, as well as continuous external observation and assessment of their learning progress. After completing the program, additional business coaching ensures effective transfer of learning into everyday leadership practice. This coaching program is also available as part of in-company Leadership Programs and can be integrated into a company’s internal development plans for individual employees.

- ▶ ONLINE
- € SEE ABOVE
- 🕒 5 SESSIONS Á 50MIN
- 👤 MIN PARTICIPANTS

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Transformational
Eyes-opening
Tailored
Strategic

Learning objectives



- Collaborate on the creation of a personalized learning plan aligned with individual goals or, in the case of in-company training, the company's leadership development priorities.
- Receive ongoing support in tracking and evaluating learning progress throughout the leadership program or individual coaching journey.
- Access detailed feedback on business case performance, exercises, and assessment results (including intermediate and final tests), exclusive to participants in the coaching module.
- Have direct access to a coach throughout the program to address personal leadership challenges, clarify learning content, and deepen individual reflection.
- Benefit from a focused follow-up session after completing the leadership program to support the transfer of leadership insights into daily business practice.
- Receive a concise, actionable report summarizing development achievements and next steps – for individual use or integration into company-wide development plans in the case of in-house programs.

Who should attend?



- Participants of the AirCargo Executive Leadership Program
- Participants of the AirCargo Sales Leadership Program
- Air cargo professionals seeking personalized development support in areas such as leadership, strategic thinking, communication, or team management
- Executives and managers preparing for a new leadership role or organizational transition
- In-company talent identified for leadership development as part of internal programs
- Individuals looking for coaching support on specific challenges, outside of a structured training program

