

Air Cargo Innovation Camp

From idea generation to actionable business concepts

1 DAY WORKSHOP | MIN PARTICIPANTS | Available Languages: DE+EN

AIR CARGO LEADERSHIP

AVIATIONNOW.ACADEMY

Description

Innovation in air cargo is no longer optional—it is a critical capability required to navigate increasing complexity, evolving customer expectations, and rapid technological change. This interactive workshop is designed as a hands-on innovation experience, enabling participants to move beyond ideas and develop structured, actionable business concepts within a single, intensive format. It focuses on applying innovation directly to real operational and strategic challenges in the air cargo industry.

Participants work in a highly collaborative environment, combining industry knowledge, diverse perspectives, and structured innovation methods to generate, challenge, and refine ideas. The workshop integrates proven approaches such as design thinking, creative problem-solving techniques, and structured concept development frameworks. A strong emphasis is placed on translating ideas into viable concepts. Participants learn how to assess opportunities, validate assumptions, and develop solutions that are both innovative and operationally relevant. This includes considering market needs, user perspectives, operational feasibility, and business impact. Throughout the workshop, participants actively develop and iterate on their own innovation concepts, supported by guided exercises, group work, and expert facilitation. The process culminates in the presentation and evaluation of developed concepts, ensuring a clear link between creativity and practical application.

Target group

- Airline and cargo airline managers and innovation leads
- Ground handling and logistics professionals involved in process and business development
- Freight forwarders and supply chain professionals seeking to drive innovation
- Business development, operations, strategy, and transformation or product managers in air cargo
- Professionals responsible for change, innovation, and continuous improvement initiatives

Class location: Classroom training in Europe, or worldwide in-company

Included: course material, certificate

Learning objectives

- Understand innovation as a strategic capability for driving performance and growth in air cargo organizations
- Analyze industry trends, challenges, and opportunities as a foundation for innovation initiatives
- Apply structured innovation methods such as design thinking and creative problem-solving techniques
- Generate, evaluate, and refine ideas in a collaborative and cross-functional environment
- Translate initial ideas into structured and actionable business concepts
- Assess innovation opportunities based on feasibility, impact, and business relevance
- Understand user needs, operational constraints, and market dynamics when developing solutions
- Strengthen decision-making in selecting and prioritizing innovation initiatives
- Develop clear concept structures including value proposition, process, and potential implementation paths
- Improve collaboration, communication, and idea development within teams
- Present and position innovation concepts in a clear, structured, and convincing way
- Define next steps for implementation and further development of innovation initiatives

Course outcomes

- Ability to develop structured and actionable innovation concepts aligned with real business and operational needs
- Improved capability to apply innovation methods in a practical and results-oriented way
- Stronger contribution to business development, operational improvement, and future-oriented initiatives

Each participant receives a structured feedback summary and a tailored development roadmap to support the continued development and implementation of their innovation concepts.

