



## TIACA / SASI

### AIR CARGO PROFESSIONAL DEVELOPMENT WORKSHOP

2016

Time	Day 1, 2016
08:30 - 09:30	Introduction & Opening Remarks: <ul style="list-style-type: none"><li>▪ Speech by Sponsor</li><li>▪ TIACA Education &amp; Research Committee Chair</li></ul>
09:30 - 10:15	Supply Chain Management Activity
10:15 - 10:30	Break
10:30 - 12:30	State of the Industry: Supply Chain Management
12:30 - 13:30	Lunch
13:30 - 15:00	State of the Industry: Air Cargo Supply Chain
15:00 - 15:15	Break
15:15 - 17:00	Marketing Management: <ul style="list-style-type: none"><li>▪ Brand Management</li><li>▪ Principles</li></ul>
17:00 - 17:15	Review and end of day
18:00 - 21:00	Reception & Dinner



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Time	Day 2, 2016
08:30 - 09:15	Review Activity
09:15 - 10:30	Marketing Management: Competitive Analysis
10:30 - 10:45	Break
10:45 - 12:00	Marketing Management: Reaching Your Customers
12:00 - 13:00	Lunch
13:00 - 14:15	Financial Management: <ul style="list-style-type: none"><li>▪ Financial Statements</li><li>▪ Financial Analysis</li></ul>
14:15 - 14:30	Break
14:30 - 15:30	Financial Management: Creating Reports
15:30 - 16:45	Revenue Management
16:45 - 17:00	Review and end of day
17:00 - 18:00	Preparation: Team Presentation
18:00	Dinner on your own



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Time	Day 3, 2016
08:30 - 09:15	Review Activity
09:15 - 10:00	Business Conduct & Ethics
10:15 - 10:30	Break
10:30 - 12:30	Leading Your Team
12:30 - 13:30	Lunch
13:30 - 15:30	Panel Discussion
15:30 - 15:45	Review
15:45 - 17:00	Preparation: Team Presentation

Time	Day 4, 2016
08:30 - 09:15	Presentation & Evaluation: Team 1
09:30 - 10:15	Presentation & Evaluation: Team 2
10:15 - 10:30	Break
10:30 - 11:15	Presentation & Evaluation: Team 3
11:30 - 12:15	Presentation & Evaluation: Team 4
12:15 - 13:00	Lunch
13:00 - 14:30	Wrap-up & Evaluation Certificate Presentation End of Workshop

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#### Who Would Benefit:

1. Middle Management in the air cargo supply chain
2. Junior Management identified for talent development
3. Airlines, GSA/GSSAs, Ground Handlers, Airports, Logistics Service Providers, Civil Aviation Authority
4. Anyone interested in learning more about air cargo

#### Workshop Objectives:

1. Better understand each subject area and how they interface and impact each other in the work environment
2. Create an appreciation for different perspectives in the supply chain
3. Identify and evaluate opportunities and challenges in the air cargo industry
4. Foster an environment to stimulate discussion and creativity amongst all participants