

World Cargo Symposium 2010: Bounce Back – Rebuild for the Future
Revenue Optimisation
March 08 – March 11, 2010
Vancouver, Canada

March 11, 2010

0830 – 0835

OPENING REMARKS

Mr. Rod Best – CASSLink Product Manager, IATA

Settling the scene – Industry losses for 2009 are forecast to be over USD 9.0 billion. The 2008 fuel price crisis has been replaced with the 2009 global recession. What does 2010 and beyond hold in store? The 2010 WCS Revenue Optimization track will explore survival strategies and will ask the question – “How do we plan for the next crisis?”

0835 – 0845

WELCOME ADDRESS

Mr. Jamison Graff – Solutions Director, JDA Software Group Inc.

0845 – 0915

KEYNOTE: SURVIVING CRISIS – LESSONS LEARNT AND PREPARING FOR THE FUTURE

Ms. Adriana G. Diener – Partner, Accenture Consulting

How did we survive? What lessons can we learn? Is crisis a way of life? Expect crisis and plan for it. Revenue and profit optimization, is this the key to survival?

0915 – 0930

IS CRISIS A PERMANENT REALITY?

Mr. Glyn Hughes – Director Cargo Distribution, IATA

Since 2001 the air transportation industry has been reshaped by 9/11, SARS, Avian Flu, terrorism, security regulations, fuel prices, economic recession, H(1)N(1) flu...what has the collective impact been? What next?

0930 – 1000

SURVIVING THE ECONOMIC LANDSLIDE. HOW TO MAINTAIN CORPORATE FOCUS AND STRATEGY WHEN REVENUES DECLINE.

Mr. Ajay Virmani – President & CEO, Cargojet

With a drop of 40% in revenue, how did Cargojet ride the rollercoaster economic slump to continue operating in this, the latest crisis to hit the aviation industry. What measures did Cargojet adopt to survive and what is it doing to survive the next crisis?

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1000 – 1030

MANAGING CAPACITY EFFECTIVELY – GETTING THE CYCLE RIGHT

Mr. James Billing – Director Market Analysis, Boeing (INVITED)

What actions carriers took in the area of fleet and capacity management how to effectively plan for capacity introductions aligned with demand and crisis cycles?

1030 – 1130

Networking break

1130 – 1200

DARWIN'S THEORY OF SURVIVAL – CARRIER CASE STUDY

TBA

Survival through focusing on core competencies, customer demands, cost control and responsive management. How the strongest survive.

1200 – 1220

CARGO DISTRIBUTION – INNOVATION AND EXPLORATION

Mr. Nick Blake – Manager New Product Development, IATA

WCS 2009 challenged the cargo industry to establish new models, drawing from industry best practice to help shape a more robust future, capable of more effectively responding to crises when they arise. IATA has commenced a project seeking to establish new distribution channels. WCS 2010 will be presented with the outcome of that project.

1220 – 1230

CLOSING REMARKS

Mr. Rod Best – CASSLink Product Manager, IATA

Bringing it all together. What have we learnt and where do we go from here?

1230 – 1400

Networking lunch