



IATA
CARGO REVENUE
MANAGEMENT
& DISTRIBUTION
SUMMIT

KUALA LUMPUR, MALAYSIA
NOVEMBER 8-9, 2006

THE IATA
CARGO REVENUE MANAGEMENT
AND DISTRIBUTION SUMMIT

BRINGS TOGETHER AIR CARGO'S LEADING PRACTITIONERS AND EXPERTS IN THE AREAS OF PRICING, REVENUE MANAGEMENT, MARKETING, AND DISTRIBUTION STRATEGY. THE SUMMIT WILL FOCUS ON THE INDUSTRY'S EMERGING TRENDS AND HIGHLIGHT THE LATEST DEVELOPMENTS IN BUSINESS PRACTICES AND TECHNOLOGY.



IMPROVE YOUR UNDERSTANDING AND GAIN FIRST HAND INFORMATION ON EFFECTIVE REVENUE ENHANCEMENT STRATEGIES. COME AWAY WITH BUSINESS OPPORTUNITIES, ACCESS TO EXPERTS AND USEFUL TIPS.

KEY TOPICS INCLUDE

- Applying Revenue Management to the Air-Cargo Industry
- Yield and demand forecasting tools and techniques
- Value-based pricing strategies
- Pricing & RM performance metrics
- Managing directional imbalances
- Effective utilization of pre-booked space contracts
- Distribution channel management
- E-Booking
- Outsourcing distribution.
The role of the GSSA in an Airline RM Strategy.

WHO SHOULD ATTEND

- Cargo Vice-Presidents and Directors
- Pricing and Revenue Management Directors & Managers
- Strategic Planners
- Managers in IT, Planning, Scheduling & Marketing Departments
- Marketing/Commercial Directors
- Aviation Consultants
- System Providers
- Anyone with a strong interest in getting the latest information on Cargo Revenue Management and Distribution!

VENUE

Kuala Lumpur Ritz Carlton Hotel.
Contact hotel about special IATA Cargo RM rates.

www.ritzcarlton.com/hotels/kuala_lumpur
Tel: +(603) 2142-8000

REGISTER NOW AND LOCK IN SAVINGS!

Take advantage of early booking rates
available until 30 September 2006:

| By September 30th | Single Delegate | Group Rate |
|------------------------|-----------------|------------|
| IATA Member | USD 840 | USD 670 |
| IATA Strategic Partner | USD 1,020 | USD 820 |
| All Others | USD 1,200 | USD 960 |

| October 1st and beyond | Single Delegate | Group Rate |
|------------------------|-----------------|------------|
| IATA Member | USD 1,000 | USD 800 |
| IATA Strategic Partner | USD 1,220 | USD 980 |
| All Others | USD 1,440 | USD 1,150 |

*Group Rate is the individual fee extended to three or more delegates from the same organisation



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REGISTRATION FORM

3 Easy Ways To Register



Please fill in the attached form and fax it back to:
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Contact details

Complete this form using BLOCK LETTERS

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Payment: I will pay USD _____ by the following method:

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(must be drawn on a North American bank and must be micro-encoded to the address below.)
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Interline Tariffs Department
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1215 Geneva 15 Airport
Switzerland

Beneficiary: IATA

UBS, 8 Rue du Rhone
1211 Geneva 2
Switzerland

Bank Code: 240
SWIFT Code: UBSWCHZH12A

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By credit card as authorised below:

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Terms

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Cancellation Policy: Cancellations must be received in writing by 15 Oct 2006, and will be subject to a cancellation administration fee of 20% of the applicable fees unless a substitute delegate is found. In the case of credit card payments, an additional charge of 6% will apply to cover credit card charges. After this date, the full registration fee will apply (suitable substitutions will however be accepted). There will be no refund for no shows.

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