



## Port Management Masterclass

07 - 20 Apr 2025  
Casablanca (Morocco)



# Port Management Masterclass

**Ref.:** 15428\_307560 **Date:** 07 - 20 Apr 2025 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

## Introduction

This Port Management Masterclass is designed to provide participants with a detailed and up-to-date overview of port management theory and practice. It covers the sector overview; the issues and challenges related to port operations; key participants, sector trends; management response to challenges, shipment preparation and penalty; and the international commercial terms of sea freight and air freight.

Further, this Port Management Masterclass will also discuss the essential skills of shippers and receivers covering reading text, document use, writing, numeracy, oral communication, thinking skills, problem solving, decision-making and critical thinking; and the job task planning and organizing including significant use of memory, finding information, working with others, computer use and continuous learning.

## Course Objectives:

At the end of this training course, you will learn the following:

- How terminals to maximize revenue and profit?
- Overview the security and protection of the port and terminal
- Analyze business strategy, marketing, business development & sales, pricing, and customer service
- Understand economic factors governing port and terminal operations
- Realize how economic factors can help to determine managerial and operational parameters
- List the economic drivers affecting the international logistics market
- Acquire knowledge of the sector-specific leadership and discuss management issues
- Learn legislative structures governing terminal and port operations - How these can dictate operational processes & procedures?
- Understand the contractual issues relating to shipping lines, cargo owners
- Gain a competitive edge in this fast-evolving marketplace

## Targeted Audience:

- Port and Terminal top managers
- Specialists working in the departments interfacing with the Shipping
- Superintendents and shift managers
- Marine officers starting their career in the shore-based Port sector
- Operations, Technical and Procurement officers
- Warehouse and supply managers and professionals
- Those new to the port and terminal management

## Course Content:

## **Unit 1: The Port and Terminal Sector - Managerial Overview**

- The foundational elements of port services, such as market dynamics and distribution pathways
- An overview of management, including the major players and infrastructures
- Frequently marketed services and the problems and difficulties they face
- Target audience identification, message development, client segmentation, and wants and expectations
- The sector of ports and terminals' need for competent management
- Important business procedures related to the logistics of distributing goods and services to various customers and stakeholders

## **Unit 2: Logistics, Ports, Freight, Terminals, Customs and Future Trends**

- Accuracy, commercial templates, acceptance reservations, declarations, manifests, and other crucial components
- The coordination of shipping and transport documentation to simplify crucial supply chains
- How to increase business flexibility to boost efficiency, profits, and client satisfaction
- Techniques for ensuring that neither data security nor consignment security are jeopardized
- Concerns with regulations pertaining to the use of specialized documentation
- A thorough examination of the direction that customs, shipping, logistics, and the commercial process will take

## **Unit 3: Processes, Procedures, Pricing and Developments in the Ports and Terminal sectors**

- Cross-border shipping and transportation - accessing markets using standard sector practices
- How customs, shipping, and logistics experts may handle and alleviate the challenges posed by prohibitions, restrictions, and embargoes
- How to integrate and streamline each step of the licensing, compliance, shipping, transport, and warehousing processes
- The integral role of clearances in simplifying imports and exports
- Pricing strategies, cost reduction techniques and revenue maximization using shipping, logistics and customs tips, tricks, and practitioner knowledge
- Achieving the industry goal of end-to-end fulfilment

## **Unit 4: Meeting the Challenges of a Competitive Industry**

- Ten smart shipping, logistics & customs techniques
- Keeping your customers happy and delivering best value
- Retaining your competitive advantage in the face of increased competition
- Making a long-term, effective strategic plan
- Fulfilling your obligations to shareholders, stakeholders, and clients
- Finding untapped potential
- The importance of the macroeconomic environment
- How should the market be analysed to see how patterns may affect future growth?
- Conducting a PESTEL analysis - the how and why of your marketplace
- Marginal utility - where profits are made in the sector
- Product and service differentiation



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## Unit 5: Putting Your Plans into Practice

- How to handle a crisis if something goes wrong?
- Coordinating with influential people
- Anticipating needs and putting your sector-specific plan into action
- Internal communications: Why informing your co-workers is beneficial
- Showcasing the value and return on investment of your strategic management strategy



**Registration form on the :  
Port Management Masterclass**

**code:** 15428 **From:** 07 - 20 Apr 2025 **Venue:** Casablanca (Morocco) **Fees:** 3000 **Euro**

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