

Enroll Today



Informa's TransOP Institute Introduces...
“Fundamentals of Transportation”
**A Unique and Dynamic Course in the
Basics of Transportation**

March 24 - 25, 2010

The changing economic climate of today will challenge many companies to reassess their transportation requirements. This is especially true as the economy emerges from recession. Preparing your organization with the basic knowledge and concepts gained from this seminar will be invaluable. Informa Economics, Inc. is pleased to present its “**Fundamentals of Transportation**” seminar in these changing times.



In this dynamic, two-day, **one-of-a-kind seminar**, you will learn the **basics of transportation**. In a unique teaching setting, you will learn how all modes of transportation operate. This unique step-by-step approach will make the concepts and basics of transportation easy to grasp. Each type of transportation mode will be introduced throughout the seminar. **The training environment will be interactive** with questions and answers, while building upon each concept. You will gain the knowledge and practical experience that will allow you to **provide better service** to your clients and customers, **improve communication** within your organization and have **direct impact on overall costs**.

*Informa Certificates of Completion will be presented
at the end of the seminar to all participants*

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www.informaecon.com

**Save \$100 with our Early Bird
(details inside)**



Who Should Attend?

This seminar is targeted to those new to transportation, those with less than five years of transportation experience as well as customer service personnel, credit managers, controllers, auditors, procurement personnel, sales associates, and warehouse personnel.

What You Will Learn

- **Key principles of transportation**, the different modes of transportation, operations and strategies used in today's shipping environment.
- **Development of the carrier selection process**, tariffs versus contracts, service and rate negotiations and how pricing impacts your company's margin.
- **An introduction to the "How To's"** of fleet management of each mode and performance metrics.
- **Practical shipping terms**, techniques in valuating service and pricing levels for improved decision making at all levels.

TransOP Seminar Content -- Transportation Operations -- What is it?

- **Overview of how products are shipped.** Addressing package and bulk products and the various modes in two segments - domestic and international shipping, establishment of rates, surcharges, shipping lanes, contracts, shipping (freight) terms. Equipment types, documentation, regulatory concerns, freight payment, shipper carrier relationships, RFP (Request for Proposals).

Instructor Spotlight



Jim Pacileo, Director of Informa ShipNet Services, is a transportation professional consultant with more than thirty years experience. He has operated and managed all modes of transportation, truck, rail, barge and ocean vessel operations and worked with some of the largest chemical, agricultural and food service companies on a domestic and global basis. His vast experience involves all product types from retail to commodities. He is well-versed and passionate about sharing his knowledge and practical experience with you.

DAY 1

Domestic Transportation Operations

Type of Transportation Modes

- **Full Truck Load (TL)**
- **Less-Than-Truckload (LTL)**
- **Intermodal** (trailer/container on rail car)
- **Bulk Truck** (dry and liquid)
- **Rail** (equipment types, pricing, service)
 - o Class I railroads
 - o Short line railroads
- **Rail Fleet Management**
 - o Private cars – leasing, financing terms.
 - o Track and trace operations, measurements, utilization
- **Barge**
 - o Inland river system
 - o Equipment (barges, tow boats)
- **Shipping Documentation** (Bills of lading, freight terms, e-bills, freight bills)
- **Freight Payment** (terms, pre- & post-Audits)
 - o Internal vs. third party payment services
- **Third Party Logistics Providers (3PL)**
 - o 3PL versus broker
 - o Asset-based versus non-Asset

DAY 2

International Transportation

Defining: Import & Export, Customs, Freight Forwarder, NAFTA, INCO Terms, CTPAT Certification

- **Liner Trade (Containerized freight)**
 - Carriers - trade lanes ,
 - Full container load, less than container load
 - NVOCC
- **Bulk Vessel (Dry & Liquid Products)**
 - Charter parties, voyage charters, time charters, affreightment contracts
 - Brokers, charterers
 - Global price structures





March 24-25, 2010

Seminar Hours

First day: 8:00 - 5:00 p.m. ~ Last Day: 8:00 - 2:30 p.m.

Where: Holiday Inn Select

5795 Poplar Avenue ~ Memphis, TN 38119 ~ 901.682.7881

(Only twenty minutes from the Memphis International Airport)

Cost of the Seminar

Current Informa Clients: \$850.00

Non-Clients: \$975.00

******Early Bird**** Save \$100.00 **** register by March 1, 2010**

Due to the interactive teaching process,
this seminar is limited to only twenty (20) attendees.

Amenities

Breakfast - continental style **Lunch** - provided for both days

Breaks - Refreshments will be available at breaks and during the seminar.

Materials - Course material will be combined in binder-style notebook

Hotel - Hotel information is listed on the registration form.

Cancellation Notice

Your fee is refundable - less a **15%** administrative processing fee if you cancel at least **7** days prior to the scheduled course or seminar date. Notice of cancellation **must** be provided in writing via Mail, Fax or E-mail. Please be sure you receive a confirmation of cancellation in return. Cancellation notifications less than **7** days prior to the course or seminar date will result in forfeiture of the tuition fee. Substitutes are welcome. Informa Economics reserves the right to cancel any scheduled seminar due to insufficient registrations and a full refund will be credited.

For more information contact:

Jim Pacileo - Director, Informa ShipNet Services

Email: jim.pacileo@informaecon.com

Phone: 901.202.4498

If you cannot come to the Seminar, we can come to you.
Call for Special Rates on our in-house seminar program.



FIVE EASY WAYS TO REGISTER



Phone
 Pam Daniel
 901.766.4513



Fax
 901.766.8158



eMail
 pam.daniel@informaecon.com



Online
www.informaecon.com/ShipNetServices



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 775 Ridge Lake Blvd., Ste 400
 Memphis, TN 38120-9403

Registration Form (for additional registrations, please copy this form)

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____ Country _____

Telephone _____ Fax _____

e-Mail address _____

Early Bird Special Rate - Save \$100.00 if you register by March 1, 2010

___ Clients US\$750.00 ___ Non-clients US\$875.00

After Deadline

___ Clients US\$850.00 ___ Non-clients US\$975.00

Please call us at 901.202.4498 for special group pricing if you will have more than two attendees.

Cancellation notice - 7 days prior to seminar date (15% administrative fee)

PLEASE INDICATE METHOD OF PAYMENT

- Enclosed is my check made payable to **Informa Economics, Inc.**
- Bill me
- PO # _____
- I prefer to charge my credit card. Please choose: VISA MasterCard American Express

Card Number _____ Expiration Date _____

Print Name (as shown on card) _____ Cardholder's Signature _____

Please check here if your credit card billing address is different from the address listed above.

LOCAL HOTELS:

Holiday Inn Select
(Special Attendee Rate of \$99 per night)
 5795 Poplar Avenue
 Memphis, TN 38119
 901-682-7881

Hilton Hotel
 939 Ridge Lake Boulevard
 Memphis, TN 38120
 901-684-6664

Staybridge Suites
 1070 Ridge Lake Boulevard
 Memphis, TN 38120
 901-682-1722