

Don't miss out on seeing the air freight rates database that's taking Europe by storm when it comes to the UK!

"AFRA allows us and our overseas branch offices to easily create quotes for our customers."
Paul Dat, A. Hartrod
The Netherlands

AFRA UK Launch Presentations

When	Tuesday 14 th & Wednesday 15 th March time: 10:00 - 12:00 each day for Airlines & GSAs 14:00 - 16:00 each day for Forwarders
Where	Jury's Inn Heathrow Eastern Perimeter Road Hatton Cross Hounslow, TW6 2SR (Conference Tel: 0208 266 4667)
What to Expect	Introduction to AFRA from either a Forwarder or Airline/GSA perspective – presentation and live demonstration of key features and benefits

"Using Inforwarding and AFRA is an innovative and effective means of distributing our product information."
Manfred Schleiffer
Airline Account & Sales Manager
Air Logistics GmbH

Since its launch in the UK in 2002, Inforwarding has proven to be an effective and popular communication channel linking Airlines and GSAs with their Forwarding customers. AFRA (www.airfreightrates.aero) takes this concept a stage further in providing a fast and secure platform enabling these same parties to exchange and manage rate information – real-time and online!

The presentations will be conducted by one of the founders of the Inforwarding/AFRA concept and no advanced IT knowledge is required.

Since January 2005 Inforwarding and AFRA have been brought under the umbrella of the OAG Worldwide organisation with its proven track record in the management and distribution of fast-changing air transport information.

Who Should Attend?

- **Airline and GSA Management** interested in a fast and efficient way to distribute tariff, contract and promo rates
- **Gateway, airfreight and export managers** from **Freight Forwarders** seeking an easy-to-use tool to access consolidated rates
- **Rate and tariff management** responsible individuals from **Freight Forwarders** interested in a solution to ease support of in-house sales teams preparing quotations/tenders and in supplying overseas

for more information visit:
www.airfreightrates.aero

What will I learn?

- How to find the best buying rates for specific shipments
- Understand AFRA rate management tools
- Insert, Create, Edit and Save rates in AFRA
- Upload or generate eRate sheets in AFRA
- Create and distribute quotations to shippers or overseas offices
- Introduction to advanced features such as tender preparation

Why Should I Attend?

- **Presentation** – informal, interactive and fun
- **Practical** – designed by air freight professionals not an IT company
- **Principles** – focus on introducing and understanding AFRA, not just on “deep diving” into operational detail
- **Profitable** – see how AFRA can increase profit margins

Ready to register?

- **Either**, call us on +44 (0)1582 695362
- **Or**, complete the box below and return by fax to +44 (0)1582 695132
- Registration deadline is **Monday 13th June 2005**. Maximum of **2 attendees per company** so please register early!

Complete details below and fax this page to: +44 (0)1582 695132

Company Name: _____

Name(s): _____

Job Title(s): _____

Telephone number: _____

Fax number: _____

E-mail address: _____

Preferred Session: **Airline/GSA - Day 1 (Tuesday 14/06/05 10:00-12:00)**

(Please “tick”) **Airline/GSA - Day 2 (Wednesday 15/06/05 10:00-12:00)**

Forwarder – Day 1 (Tuesday 14/06/05 14:00-16:00)

Forwarder – Day 2 (Wednesday 15/06/05 14:00-16:00)