



INTERNATIONAL ASSOCIATION OF MARITIME & PORT EXECUTIVES

Maritime Port Manager (MPM) and Maritime Port Executive (MPE) Coastal and Inland Port Professional Certification Programs™

Seminar Schedule and Content

Marine Port Management (MPM/IMPM)

Rev. 6-4-25

Day 1 ***8:30 AM-5:00 PM***

- Session 1 The International Transportation System
- Session 2 The Port Industry and Intermodal Connectivity
- Session 3 Selected Equipment and Terminology
- Session 3A The Inland Waterways System (Inland Program Only)
- Lunch 12:00 PM-1:00 PM
- Session 4 Current Issues in the Port and Maritime Industry
- Session 5 Public Port Governance Structures and Management
- Session 6 Port and Terminal Administration and Finance
- Case Study #1 Assignment

Day 2 ***8:30 AM-5:00 PM***

- Session 7 Case Study #1 Review and Discussion
 - Session 8 Intermodal Marine and Cargo Facilities
 - Session 9 Port and Intermodal Terminal Operations
 - Lunch 12:00 PM-1:00 PM
 - Session 10 Port Infrastructure-Harbors, Waterways, Road and Rail
 - Session 11 Case Study #2 Review, Discussion and Class Evaluation
 - Session 12 Port & Terminal Safety, Security and Emergency Planning
 - Case Study #3 Assignment
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Marine Port Executive (MPE/IMPE)

Day 3 ***8:30 AM-5:00 PM***

- Session 13 Case Study #3 and Review and Discussion
- Session 14 Regulatory Requirements, Legal Issues and Resiliency
- Session 15 Port and Terminal Property Management and Risk Factors
- Lunch 12:00 PM-1:00 PM
- Session 16 Cargo Processes and Management, Chartering and Carriage
- Session 17 Cost and Pricing of Transportation, Application of the O/D Analysis
- Session 18 Case Study#4 Assignment, Review and Discussion

Day 4 ***8:30 AM-5:00 PM***

- Session 19 Port and Terminal Business Development and Planning
- Session 20 Case Study #5 Review and Discussion
- Session 21 Marine Terminal and Port Tariffs, Regulations and Operating Plans
- Lunch 12:00 PM-1:00 PM
- Session 22 Public Relations, Information Systems and Media Planning
- Session 23 Strategic, Master Transportation and Cargo Planning Processes

Day 5 ***8:30 AM-12:00 PM***

- Session 24 Planning Project and Evaluation



PROFESSIONAL CERTIFICATION

IAMPE professional certifications are reviewed by the Education and Standards Committee of the Association and approved by the Board of the Advisors of the IAMPE. MPM, IMPM, MPE and IMPE are professional industry certifications. The program is endorsed for 4 graduate program academic credits by the Loeb-Sullivan School of International Business and Logistics at Maine Maritime Academy and Graduate Schools of Massachusetts Maritime Academy, Texas Southern University, University of Tennessee, Knoxville – Haslam College of Business and the Australian Maritime College as well as for CEU Credits by the State University of New York Maritime College. Programs are accepted for the PPM accreditation provided through the American Association of Port Authorities. Participation is accepted for continuing education credits and to maintain professional certification. The IAMPE provides credit information to institutions based on classroom hours, program structure, prerequisite requirements, evaluations, and content. All attendees will receive a free membership to the IAMPE.

CLASS INFORMATION

1. Dress for the week is casual. Coffee and snacks provided. Lunch on your own.
2. You are welcome to step out to respond to phone messages or emails. Please silence all phones, pagers and e-mail indicators during the seminar sessions.
3. Each participant may be asked to give a short (under 10 minute) presentation related to their port, terminal or professional experience. You are welcome to do a power point presentation.
4. You will receive a download link with subject area seminar slides and background documents.
5. The information will be extensive and cover a wide range of subject areas. Once the program is completed, you are welcome to contact us in regard to any follow-up, additional information or just for clarifications. As a new member of the IAMPE, we welcome your calls and e-mails and are always happy to help. This service, along with access to our library and other support services is free to members.
6. If you have any questions, concerns or issues, please feel free to contact: Don Maier at (815) 685-3566 or email, don.maier@iampe.org

“For a World Connected By Water”

THANK YOU TO OUR IAMPE CORPORATE, ASSOCIATION & ACADEMIC PARTNERS





PORT MANAGEMENT PROGRAM CONTENT

MARITIME PORT MANAGEMENT-MPM Certification

1. The Transportation Industry

- a. Understanding the components of the International Transportation System
- b. Understanding how cargo moves
- c. Origin to Destination move and concept of supply chain logistics
- d. Who are the parties that handle cargo and what are their roles
- e. Understanding modes of transportation, use, advantages & disadvantages
- f. Understanding the factors in making transportation decisions

2. The Port Industry and Intermodal Connectivity

- a. Understanding of the marine transportation system and industry
- b. Understanding the role of ports and intermodal exchange points
- c. Understanding worldwide industry trends that have an impact on ports, marine transportation and the overall transportation system
- d. The Inland Waterways System

3. Selected Equipment and Terminology

Selected unique equipment and terms and language used in the port industry

4. Current Issues in the Port and Maritime Industry

5. Port Governance

- a. The Port Collective
- b. Role of the Public Port Agency
- c. Terminal Service Offerings
- d. Port Management Organizations
- e. Operational Arrangements
- f. Public Port Governance-US/Canadian/International Models
- g. Interlinked Facilities and Seaport Alliances
- h. Need & Development of the Public Port Sector
- i. Factors related to Stagnant & Successful Ports

6. Administration/Finance

- a. Cost Impacts on Ports and Terminals
- b. Port and Terminal Efficiency
- c. Terminal pricing and impacts on costs
- d. Management Functions, Goals & Organizations
- e. Management/personnel of the Public Port
- f. Terminal Management and personnel
- g. Port Revenue Sources & Financing Port Projects
- h. Insurance and Budgeting
- i. Labor and Management Relations, Labor Contracts



7. GOVERNANCE CASE STUDY #1

8. Marine Intermodal Facilities

- a. Understanding the purpose of intermodal-marine facilities (a/k/a terminals)
- b. Non-marine intermodal facilities-Truck, Rail, Other

9. Facility Operations

- a. Functions, processes and operations of seaport, marine terminal and land-based transportation facilities
- b. Intermodal facility equipment
- c. Operational requirements of marine facilities
- d. Understanding of ancillary services for cargo

10. Waterways, Road, Rail Connectivity

- a. Vessel Management and the Vessel Voyage
- b. How Ports are Selected
- c. The Harbor and Commercial Port
- d. Port and Vessel Access, Waterways, Vessel Navigation Systems
- e. Dredging and berth/harbor depth, piers and berths
- f. How Ports and communities fit together
- g. Constraints caused by access limitations and locations

11. Safety, Security, Emergency Planning

- a. Goal of Safety, Security & Emergency Management
- b. Regulatory Agencies
- c. Safety, Security & Emergency Management Planning
- d. Plan Development and Processes
- e. Safety and Security Plans Purpose and Content
- f. OSHA Stevedoring/Longshoring Protections
- g. Accident Investigations
- h. Emergency Planning, Plan Contents, Development and Response

12. ASSET CASE STUDY #2 and CASE STUDY #3 Assignment

MARITIME PORT EXECUTIVE MANAGEMENT-MPE CERTIFICATION

13. CASE STUDY #3

14. Regulatory Requirements, Legal Issues and Resiliency

- a. International and domestic regulatory requirements impacting international marine transportation
- b. How regulations are developed and how measures are applied
- c. How judicial actions impact transportation
- d. Key regulatory inspection requirements
- e. The national transportation restoration plan
- f. Lessons learned from natural disasters



15. Property/Facility & Risk Management

- a. Property Management-Macro/Micro Views
- b. Water and Landside Perspectives
- c. Land and Marine Highway Systems
- d. Rail Systems and Infrastructure, Terminal Services, Functionality & Utilization
- e. Value Added Services for Cargo
- f. Property Care and Risk Management, Resiliency, Environmental Protection
- g. Legal Implications of Property Negligence

16. Cargo Management and Processes

- a. What concerns do shippers have today
- b. Understanding the Ocean Bill of Lading
- c. Understanding Cargo Documentation
- d. Knowing supply chain security systems
- e. Cargo loading in containers and on vessels
- f. Stowage planning
- g. Cargo protection methods, theft, damage
- h. Vessel movement and cargo protection
- i. Booking cargo
- j. Carrier tariffs
- k. Chartering of vessels
- l. Basics of Insurance, General Average and general logistic issues

17. Transportation Pricing

- a. Understand how cargo movement is priced
- b. Comparative cargo costs between modes
- c. Liner services and chartering of vessels
- d. Selection of transportation in logistics
- e. Knowing carrier selection
- f. Understanding cargo transportation pricing and options
- g. Understanding common pricing mistakes
- h. Transportation mode pricing
- i. Port Selection criteria
- j. Origin and destination pricing exercise, Case Study #4 Assignment

18. Business Development

- a. Review the fundamentals of Business Development
- b. Review the principles of marketing
- c. Understand the difference between marketing and sales
- d. Business development planning
- e. Data collection and developing databases
- f. Customer service and addressing service challenges
- g. Marketing tools
- h. Tracking Marketing Efforts

19. CASE STUDY #4,



20. BUSINESS AND CARGO DEVELOPMENT CASE STUDY #5

21. Tariffs, Terminal Rules and Regulations and Operating Plans

- a. Understanding how tariffs, terminal regulations and operating plans are used in the port and maritime industry
- b. Application in port and business operations
- c. Understanding the implied impacts through utilization of port and terminal tariffs, regulations and operating plans
- d. How plans are used and provide port and terminal protection

22. Public/Media Relations

- a. Understanding the Goal of Public Relations
- b. Understanding the Port's Public
- c. Addressing the Crisis
- d. Preserving trust and the port's image
- e. Public information and spin
- f. Addressing public issues
- g. Public misperceptions
- h. The Public Relations Plan
- i. Dealing with unfolding issues
- j. Understanding media systems

23. Strategic/Master Planning

- a. Examining the Port's Strengths & Weaknesses
- b. Types of Plans and Processes
- c. Differences Between Types of Planning
- d. Plan Development Methodology
- e. Regulatory and Planner Requirements
- f. Systematic Plan Development
- g. Use of Planning as a Management Tool
- h. Using Consultants
- i. The Strategic Action Plan and Application

24. Planning Project-Joint Effort by All Seminar Participants Based on Experience and Content

THE INTERNATIONAL ASSOCIATION OF MARITIME AND PORT EXECUTIVES

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David Arnold, AMPE-Executive Director
Don Maier- Director of Education
Eric Gilmore, AMPE - Director of Business Development
Capt. Michelle Ross, MM, AMPE- Finance Manager
Rosemarie Aldo, MPM - Administrator
Registrar/Billing

(207)450-0258

david.arnold@iampe.org
donald.maier@iampe.org
eric.gilmore@iampe.org
michelle.ross@iampe.org
rose.aldo@iampe.org
registration@iampe.org