

A 3-Day Workshop on

Measuring and Interpreting Port Performance Indicators

◆ 13 – 15 October, 2014 ◆ Shah Alam Convention Centre, Shah Alam, Selangor Darul Ehsan ◆

Overview

“What gets measured, gets managed.” Peter Drucker.

Port being a business entity needs to know how much business it is doing, what its customers think of how well the services have been provided.

That means, a port needs to measure its performance. Measurement being the first step towards successful management of port business, for without performance measurement, port managers are not able to navigate clearly and neither would they be able to know whether the business is going towards the right direction.

This 3-day workshop is designed to provide participants with **hands-on experience** on how to **measure, calculate, analyse** and **interpret** port production, productivity, utilisation and service level performances.



Programme Highlights:

- Programme led and delivered by facilitator with hands-on port management and operations experience.
- Exercises on calculating port performance indicators.
- Analyse and interpret of port performance indicators.
- Control operational performance using port performance indicators.

Facts About Measuring Port Performance

Port frontline managers:

- Are **NOT FAMILIAR** with the various categories of port performance measurements.
- **DO NOT KNOW** how to calculate port performance indicators.
- **DO NOT KNOW** how to analyse and interpret port performance indicators.
- **DO NOT USE** port performance indicators as control dashboard.

Benefits

At the end of the programme, participants will be able to:

- State why it is necessary for the port to measure its performance.
- Explain the difference between ‘**traffic**’ and ‘**throughput**’ **production measures** and describe how they are measured, calculated and interpreted.
- Name and explain the main types of **port productivity measures** and describe how they can be measured, calculated and interpreted.
- List the main categories of **port utilisation measures**, explain their nature and significance, and describe how they are calculated, measured and interpreted.
- Name and describe the major **measures of service performance**, and explain how they can be calculated, measured and interpreted.

Who Should Attend

Frontline Managers, Senior Executives, Executives and Supervisors of port authorities and port operating companies.

Methodology

Lecturette, Illustrations, Exercises, Video presentations, Questions & Answers

Don't miss this programme! Register before 22 September, 2014.

The Programme

Day One

Module 1 – Measuring Operational Port Performance Indicators

- Introduction: the need for performance measurement
- Categories of Port Performance Indicators: Production, Productivity, Utilisation and Service Performance

Module 2 – Container Terminal Production Measures

- Description: Ship, Quay Transfer, Storage, Receipt and Delivery
- Calculation and Interpretation

Module 3 – Container Terminal Productivity Measures:

- Description: Ship, quay transfer, storage, receipt and delivery
- Calculation and Interpretation

Day Two (cont)

Module 5 – Container Terminal Service Performance Measures

- Description: Ship, Quay Transfer, Storage, Receipt and Delivery
- Calculation and Interpretation

Module 6 – Conventional Terminal Production Measures

- Description: Ship, Quay Transfer, Storage, Receipt and Delivery
- Calculation and Interpretation

Day Three

Module 7 – Conventional Terminal Productivity Measures:

- Description: Ship, Quay Transfer, Storage, Receipt and Delivery
- Calculation and Interpretation

Module 8 – Conventional Terminal Utilisation Measures

- Description: Ship, Quay Transfer, Storage, Receipt and Delivery
- Calculation and Interpretation

Module 9 – Conventional Terminal Service Performance Measures

- Description: Ship, Quay Transfer, Storage, Receipt and Delivery
- Calculation and Interpretation

Day Two

Module 4 – Container Terminal Utilisation Measures

- Description: Ship, Quay Transfer, Storage, Receipt and Delivery
- Calculation and Interpretation

Facilitator

S. BALASINGAM is currently the Senior Consultant with Orais Consultancy Services. He has more than 36 years of hands-on experience on all aspects of port operations and management. He has served as an Advisor, (Projects and Operations) of a Malaysian/Japanese J.V. company that has investments in the logistics, equipment and manpower business in Port Klang. He was also attached to an international consulting firm commissioned to carry out a 'Strategic Port Transformation Study' where he gained valuable knowledge and exposure in port planning and business improvements. He has attended a container terminal operations and management programme at the NYK Terminal, Tokyo. He has also attended **ILO Staff College, Turin, Italy** and certified as Chief Instructor for the International Labour Organisation's Portworkers' Development Programme. Mr. S. Balasingam holds a Chartered Membership of The Chartered Institute of Logistics and Transport (U.K), Master of Science and a **Post-Graduate Diploma in Port Management (Cambridge University)** and also an HRDF Certified Trainer.

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Registration Form

Measuring and Interpreting Port Performance Indicators

Shah Alam Convention Centre, Shah Alam, Selangor Darul Ehsan
13 – 15 October, 2014.

Yes! Please register the following delegate(s) for the course.

Name:(Mr/Ms):

Designation:

Name:(Mr/Ms):

Designation:

Name:(Mr/Ms):.....

Designation:

Name:(Mr/Ms):

Designation:

Organisation:

Address:

.....

.....

Postcode:.....City.....

State:

Nature of Business:

Contact Person:.....

Designation:

Tel. No.

Fax:.....

E-mail:

Please photocopy for more delegates

Methods of Payment

Please send crossed-cheque or bank draft payable to:

Orais Consultancy Services (SA0051200-H)
V1 – 36A, Tingkat 1, Blok N, Jalan Plumbum V7/V,
Pusat Komersil Seksyen 7,
40000 Shah Alam Darul Ehsan.

Maybank Account No: 512101412211

Enclosed is our Cheque/ Bank Draft for

RMfor the above registration.

Course Fee:

(Inclusive course materials, Certificate of Attendance, meals and refreshments)

Ringgit Malaysia 2,100.00 per participant.

Important Notice:

Registration is based on first-come-first-serve basis. Payment is required with registration form and must be received on or before **22 September, 2014**. Completed registration form sent to us by fax, mail or e-mail is taken as confirmed.

Cancellation & Transfers

All cancellations shall be made in writing. Cancellations received **14 working days** before the event, course fees shall be refunded in full. Cancellation received within 7 – 13 days shall be subjected to cancellation fee equivalent to 50% of the course fee. Course fees shall not be refunded for cancellation received less than 7 days before the event. However, a substitute is welcome at no extra charge. Please provide the name and designation of the substitute delegate at least 3 working days before the programme.

The organiser reserves the right to make any amendments and/or changes to the programme and venue due to unforeseen circumstances.

Seminar Information and Venue

Date : 13 – 15 October, 2014
Time : 9.00 am – 5.00 pm
Venue : Shah Alam Convention Centre,
Shah Alam,
Selangor Darul Ehsan

About the Organiser

Orais Consultancy Services was initially established in March 2007 to assist Selangor State Government implement the Balanced Scorecard across its state-wide agencies and GLCs.

On completion of this mission in the first quarter 2008, it sets a new a mission to be **Your Partner in Organisational Excellence** by providing human capital and organisational development programmes and solutions through action-based learning.

Our firm is backed by a team of highly qualified and hands-on professionals with extensive industry experience in their respective fields. We are focused and committed in **assisting organisations** and **individual** unleash their potentials and strive for excellence.

Orais Consultancy Services is an HRDF Registered Training Provider (Registration No: 2388)

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