WORLD PASSENGER SYMPOSIUM

Innovating better, together

24 - 26 October 2017

CCIB Barcelona, Spain

Principal Sponsors

HUAWEI

BBC WORLD NEWS

OPENING PLENARY

Innovating Better, Together

09:00 – 09:20

Welcome Address

From shopping to arrival WPS is the unique event covering industry innovation and collaboration from the lenses of the customer. Hear IATA's Senior Vice Presidents covering the end to end customer experience present IATA's priorities for the years to come and how the industry needs to accelerate innovation and adoption of its transformation agenda.

* **Nick Careen**, Senior Vice President, Airport, Passenger, Cargo and Security, IATA

* **Aleks Popovich**, Senior Vice President, Financial and Distribution Services, IATA

09:20 – 09:30

Hear IAG (International Airlines Group) Head of Digital Business Transformation welcoming us in Barcelona but more importantly hear from Glenn how IAG group comprising of different business model airlines' approach innovation. Can we expect convergence of airline models or a more seamless collaboration between them to benefit the entire community?

* **Glenn Morgan**, Head of Digital Business Transformation IAG and StB Steering Group Co-chair

09:30 – 09:45

Economic Outlook and Passenger Forecast

Passenger demands keeps increasing but profitability remains fragile and not necessarily consistent across various regions or airline business models. IATA's Chief Economist will provide you're an update on the economics outlook and profitability spread but also passenger demand trends and how IATA is mapping its priorities to support sustained financial health and a necessary digital transformation in the airline industry.

* **Andrew Matters**, Head of Industry Analysis, IATA

09:45– 10:10

An Interview on the Innovation Taking Place at Dubai Airports and the Key Role Dubai Airport Play in our Industry

Paul Griffiths will share Dubai Airports' impressive success story and exciting long-term plans as well as the key visionary role he plays in this successful journey. Paul will share his insight and views in the areas of Customer Experience and Technology. Biggest worldwide Airport perspective on future of air travel, relationship and servicing of all airline models and their customers, innovation

* **Aaron Heslehurst**, Anchor, BBC

* **Paul Griffiths**, CEO, Dubai Airports

10:10– 10:30

Innovation Practice in Pan-Industry and What it Will Bring to the Aviation Industry

Hear this major TelCo company that recently became the world's second largest smartphone brand, talk about their perspective of digital transformation, technology trends and innovation, impacting the travel industry.

* **Yuan Xilin,** President of Transport Sector, Huawei Technologies Co., Ltd

From Simplifying the Business to Global Industry Transformation

11:00 - 11:20

Global Industry Transformation: Innovating with Speed

For a decade StB, IATA's flagship change program, has led transformation for the air travel industry. Starting with "automating the complexity", the program went on to digital transformation with projects like NDC, ONE Order or One ID. What is the next phase coming up? IATA's Director Transformation, FDS, will take you through this digital journey and will focus on how to bring more disruptive innovation and to innovate with more speed.

* **Eric Leopold**, Director Transformation, Financial and Distribution Services, IATA

11:20 – 12:10

Disruption and Transformation is Shaking and Moving the Aviation Industry

How ready are we? What are the barriers and what are the opportunities? Can something be done on an industry level to accelerate this transformation?

StB has driven critical changes in the industry and delivered a lot of value for the airlines but also for the entire air travel value chain.

One can however challenge on how more radical and faster the industry could be in driving, designing and implementing innovation. Keeping the pace with innovation may be achievable for one organization. However, some innovations will provide their full benefits only if they are implemented across the entire industry. How to align, mobilize and synchronize more than 275 individual organizations on an innovation initiative and then drive the change at the right pace, before this innovation becomes outdated and gives way to another one?

Interact and debate with Airline Leaders and learn what are their strategic plans to drive this transformation.

Moderator:

* **Aaron Heslehurst**, Anchor, BBC

Panelists:

* **Susan Doniz,** Group CIO, Qantas

* **Paul Griffiths**, CEO, Dubai Airports Company

* **Calum Laming**, Chief Customer Officer, Vueling

* **Paul Tilstone**, Managing Partner, FESTIVE ROAD and Board Director, Global Business Travel Association (GBTA)

* **Aidan Brogan**, CEO, Datalex

10:30 - 11:00 Networking Coffee Break

12:10 - 14:45 Lunch Break

Tuesday 24 October 2017

Specialized Tracks

14:45 - 16:15

Distribution and Payment - Change is in the Air! It's Live

DISTRIBUTION

14:45 – 14:55
Hello!
Welcome and introduction.

14:55 – 15:15
What's New?
What has happened since last year? Adoption is making great progress and there is a magic number?! Is the standard compatible with JSON and does it align with ONE Order through the Airline Industry Data Model? Hear from the NDC Program Director and the NDC Architect about the progress made to date and how the standard is now maturing.

* **Yanik Hoyles**, NDC Program Director, IATA
* **Claude Muller**, Head NDC Technology and Architecture, IATA

15:15 – 15:40
A propa-What? Where Buyers See Value in NDC
What is a propathon? The short answer is: a group of corporate buyers who believe there can be a much stronger relationship between the airline and the buyer, in a context of mutual benefit - including that of the traveler. Buyers from the IATA Travel Manager Advisory Group will share what they consider as "value" from an airline which has NDC capability. If you are an airline, you will want to know what buyers will expect from you in the future. If you are a TMC, no doubt you will be interested to understand how their relationship with airlines may change…. And as an IT provider you may also want to hear this!

* **Paul Tilstone**, Managing Partner, FESTIVE ROAD and Board Director, Global Business Travel Association (GBTA)
* **Diane Lundeen Smith**, Global Travel Sourcing Manager, Microsoft

15:40 – 15:55
Airlines Live!
Finnair announced their NDC partnership with Amadeus last year. You will hear what they have delivered, what benefits it has driven and what lies ahead.

* **Rogier Van Enk**, VP Distribution, Commercial Excellence & Data Science, Finnair

15:55 – 16:15
Airlines Live!
Hear from **Lufthansa Group** and ask them about their plans to continue developing modern offerings.
Just over 2 years on, what challenges they have overcome and what would their customers say?

* **Xavier Lagardere**, Senior Director Distribution, Lufthansa Group

Tomorrow's Journey - It's all about you The Passenger Trends

TOMORROW'S JOURNEY

14:45 – 15:00
Driving Customer Satisfaction Through Digital Transformation
In the airline industry, the struggle to acquire and retain high-value passengers is driving a need for distinct brand differentiation. At the same time, the travel landscape is being influenced by big-tech trends. Emerging technologies such as artificial intelligence are already impacting the travel journey.

At the intersection of these macro-trends is digital transformation, an industry disruption forcing airlines to use digital expertise to redefine core competencies and focus on the interconnectivity of technology, people and processes.

The time for digital transformation is now. Discover how airlines can sharpen their competitive edge to achieve digital transformation and ultimately drive high customer satisfaction.

* **Stan Boyer,** VP Airline Solutions Sabre

15:00 – 15:35
Tell us What you Want, What you Really, Really Want
In the last few years, the travel industry has undergone many changes. Continuously adapting to passenger preferences and new technology, the industry strives to transform the passenger journey into a more seamless, hassle-free and personalized experience.

In this session we will follow the annual tradition of presenting the 2017 Global Passenger Survey results. What does the passenger want?

IATA will provide background information on the scope, objective and methodology of the Annual Global Passenger Survey as well as the IATA Passenger Satisfaction Survey that will set the scene for the discussions on Tomorrow's Journey - It's All About You.

* **Frederic Leger**, Director APCS Products, IATA
* **Pierre Charbonneau**, Director, Passenger and Facilitation, IATA

15:35 – 16:15
To Continue, or Not? What is the Fate of the Industry Initiatives According to Passengers?
Several new initiatives have been introduced to improve passengers' satisfaction across their journey. With initiatives such as airport of the future, fast travel, baggage resolution 753, one identity, etc. Are passengers concerns being addressed? With the survey results in mind, are there other initiatives that would be expected?

This interactive panel, with audience participation will examine the survey results from an industry initiative perspective and understand the relevance of the current initiatives underway and discuss new initiatives as suggested by passengers.

Moderator:

* **Andrew Price**, Head, Global Baggage Operations, IATA

Panelists:

* **Rick Nagy**, Chair, Baggage Working Group, Alaska Airlines
* **Gerald Prokasky**, Chair, PEMG

CIO Forum / Technology The Digital Airline

CIO FORUM TECHNOLOGY

Digital transformation is a key strategic driver for airlines and airports. We announce our IATA Digital Maturity Assessment today and explore best practices associated with being a best in class digital airline.

14:45 – 15:05
The Digital Airline & Digital Maturity Assessment
Today IATA releases the findings from the Digital Maturity Assessment of the airline industry. Understand how airlines compare against other industries in the areas of strategy, culture, capabilities and organizational structure.

* **Emma Loxton**, Associate Principal, McKinsey & Company

15:05 – 15:25
Digital Transformation at Qantas
Qantas' digital transformation journey and how the aviation industry is adapting to the rapid changes that technology brings.

* **Susan Doniz**, Group Chief Information Officer, Qantas

15:25 – 15:40
Changing Passengers Expectations

Digital transformation provides the unique opportunity to meet the passengers change expectations.

* **Kishore Krishnan,** Sr. Vice President & Head of Sales, UK&I, NIIT Technologies

15:40 – 16:00
Increasing Revenue per Search with APIs
Since travel searches moved to the web twenty years ago, managing the increasing search traffic in balance with the bookings has been a challenge. In this session the role of APIs will be discussed and how they can be leveraged to produce a higher average revenue per search.

* **Domenic Ravita**, Global Pre-Sales Director, API & Cloud Solutions

16:00 – 16:20
Internet of Me
The "Internet of Me" takes all of the things that people care about and brings them together to deliver hyper-personalized and contextual experiences. We are the sum of all our things and the relationships in between. Targeted advertisements based on browsing history, the "login with Facebook" capability on all of our favorite websites, and location-based services are just a few examples of digital experiences on the ground that are uniquely yours because of the "Internet of Me".

* **Jon Norris**, Sr. Director Corporate Sales and Marketing, Panasonic Avionics

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Sabre
NIIT technologies
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16:15 - 17:00 Networking Coffee Break Sponsored by routehappy

Tuesday 24 October 2017

Specialized Tracks

17:00 - 18:30

Distribution and Payment - Change is in the Air! Make it Happen, Together

DISTRIBUTION

17:00 – 17:15
The First Large TMC to Offer NDC Content
One of the top four largest TMCs, **Hogg Robinson Group**, will share how they are embracing this change and describe the exclusive features they will have to offer to their clients.
Moderator:

* **Caroline Strachan**, Managing Partner, FESTIVE ROAD

Interview:

* **Bill Brindle**, COO, Hogg Robinson Group

17:15 – 17:30
Some OBTs are Also Gearing Up...
Concur have already announced they will be accessing NDC content through aggregators. Where are they on their roadmap and what are their customers telling them?
Moderator:

* **Caroline Strachan**, Managing Partner, FESTIVE ROAD

Interview:

* **Ian Davies**, Head of Supplier Services EMEA, Concur

17:30 – 17:45
Some OBTs are Also Gearing Up...
Amadeus citrix Travel & Expense is a corporate booking tool. Is the tool a content aggregator or just user interface? An airline retailing tool or a corporate management tool? How does NDC fit in? These questions and more will be answered...
Moderator:

* **Caroline Strachan**, Managing Partner, FESTIVE ROAD

Interview:

* **Gianni Pisanello**, Strategy Director, Amadeus IT Group

17:45 – 18:30
Debate! How Will They Make it Happen, Together
How ready are they? What are the blockers? What still needs to be done for the **value chain** in order to make it happen together? Hear from an airline, a TMC, a Buyer and an Online Booking Tool - across the value chain how will they make it happen together?

Moderator:

* **Paul Tilstone**, Managing Partner, FESTIVE ROAD and Board Director, Global Business Travel Association (GBTA)

Panelists:

* **Xavier Lagardere**, Senior Director Distribution, Lufthansa Group
* **Bill Brindle**, COO, Hogg Robinson Group
* **Ian Davies**, Head of Supplier Services EMEA, Concur
* **Pascal Struyve**, Global Travel, Fleet & Meeting Services Director, Ingersoll Rand

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Tomorrow's Journey - It's All About You Customized Travel Experience

TOMORROW'S JOURNEY

17:00— 17:15
Introducing NEXTT

* **Hemant Mistry,** Director, Airport Infrastructure & Fuel, IATA

17:15– 17:40
Customized Travel Experience Will Now Begin Off-Airport
Tomorrow's journey envisions distributed airport infrastructure within cities that will reduce processing at a central terminal and improve the overall passenger journey. This session will examine the choices passengers will have when booking the ticket to tailor the complete journey, including how they would like baggage to be handled, what use of airport facilities and e-commerce they would like to make.

* **Paul Griffiths**, CEO, Dubai Airports

17:40– 18:00
Advanced Passenger Processing is Already Happening
Trails are advancing where passengers no longer have to stop and queue multiple times at the airport with the same documentation; the use of a single digitized passenger identity using contactless technology will allow walking pace processing in the terminal. The session will take you through a process that is not science-fiction, but rather science-fact.

18:00 – 18:20
Smart Data: The New Travel Journey Backbone
The use of data predictive modelling and Artificial Intelligence is being investigated at some airports to plan operations and better predict impact on aircraft turnaround.

What is the impact on the passenger journey and is it something passengers want? Through coordinated data sources, using new distributed technologies and cloud applications, can passengers have access to real-time tracking of flights, baggage and shipments, ultimately providing control and peace of mind - a truly hassle-free journey?

* **Rachad Nassar**, Business Development and Marketing Manager MENA, Transport Sector, Huawei Technologies Co., Ltd

Sabre

CIO Forum / Technology Open API, the Future of Connectivity

CIO FORUM TECHNOLOGY

17:00 – 17:20
CIO Spotlight
Hear from a leading CIO about what being digital means and how this is impacting the technology strategy.

* **Stuart Birrell**, CIO, Heathrow Airport

17:20 – 17:35
Open API—Future of Airline Sharing?
In 2016, the StB identified Open API as a key component to the future of the digital airline. Hear from IATA on the progress made so far in 2017 and our plans for 2018 on this critical initiative.

* **Tim Grosser**, Head, Digital Transformation, IATA

17:35 – 17:50
Digital as a Business Model
How will the business model change due to digital transformation?

* **Frederic Comtet**, Director of Transportation Solution Department, Huawei Technologies Co., Ltd

17:50 – 18:10
Digital Connectivity
New connectivity (IoT, LTE, 5G) as an enabler to Digital Transformation: An operator vision.

* **Ronan Le Bras**, Head of Technical Strategy, Wireless Networks Orange

18:10 – 18:30
Digital Roadmap
See what Turkish is doing for their digital roadmap and what we hope to see over the next few year around their digital initiatives

* **Serdar Gurbuz, Manager Digital, Turkish**

NIIT technologies
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18:30 - 20:00 Networking Welcome Reception

Distribution and Payment - Change is in the Air! Technology is Not the Obstacle

DISTRIBUTION TECHNOLOGY

09:00 – 09:10
A Big Player on the Move?
Amadeus have been engaging with the industry on the best way to an NDC future. Their findings are shaping their NDC strategy - and they might just surprise you. Come and hear about their plans for 2018.

* **Gianni Pisanello**, Strategy Director, Amadeus IT Group

09:10 – 09:25
Implementing a Full Offer and Order Management Solution
Hear how two players got together to design an integrated NDC and ONE Order solutions for airlines.

* **George J. Khairallah**, President, JR Technologies

09:25 – 09:30
Live ONE Order Pilot!
Amadeus will present the architecture of the first ONE Order Pilot!

* **Oana Savu**, Senior Product Manager, Amadeus IT Group

09:30 – 10:15
Debate! NDC & ONE Order: Inside or on Top of the PSS?
As an airline, do you ask yourself how to best "build" your NDC API? Hear from four IT providers who will answer ten questions prepared by airlines.

Moderator:

* **Mike Moore**, Managing Partner, T2RL

Panelists:

* **Aidan Brogan**, CEO, Datalex
* **Andy Kidd**, Industry Principal, SAP Hybris
* **Alexander v. Benstorff**, Director Airline Solutions, InteRES
* **John Samuel**, SVP Strategy, Sabre

10:15 – 10:30
Beyond NDC: The Sabre Vision
Sabre will be sharing their view of the dynamics in today's market environment and how a new Sabre vision for retailing and distribution will not only address NDC, but also leverage data, decision science and innovative technology to personalize experiences across the customer journey.

Moderator:

* **Caroline Strachan**, Managing Partner, FESTIVE ROAD

Panelists:

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* **Stan Boyer**, VP Airline Solutions, Sabre

JRTechnologies

* **Kathy Morgan**, VP Product Management, Sabre

Inflight & Connectivity Strategic Roadmap

INFLIGHT & CONNECTIVITY

apex airline passenger experience association

Co-hosted by:

09:00 – 10:30
APEX Connectivity Strategic Roadmap
With 32 in-flight connectivity solution providers as APEX members, airlines want to hear from leading connectivity providers on their future plans for third generation connectivity. Suppliers will present their future outlook outlining projected speed, bandwidth and planned launch date. Airlines will share feedback on proposals. More importantly, panelists will review APEX standardization plans in 2018 for industry driven initiatives by airlines and aircraft manufacturers to more quickly develop the in-flight connectivity marketplace.

Moderator:

* **Maryann Simson**, Director, APEX Media (Airline Passenger Experience Association)

Panasonic

Panelists:

* **Jags Burhm,** Senior Vice President, Eutelsat
* **Anand Chari**, Chief Technology Officer, Gogo
* **David Coiley ,**VP, Aviation, Inmarsat
* **Michael Miller**, Vice President, Global Eagle
* **Jon Norris,** Senior Director, Panasonic Avionics
* **Maik Brueckner**, Director, Commercial Mobile Services ViaSat

Baggage, can you Handle it? Tracking

BAGGAGE

09:00 – 09:20
Baggage Tracking with RFID
DELTA Air Lines have implemented RFID in their baggage labels. You can hear how Delta have developed RFID to enable an increase in sorter capacity, on-the-ground tracking capabilities and customer service enhancements.

* **David Hosford**, Manager, Baggage Performance and Strategy, Delta Airlines

09:20 – 09:40
Baggage Tracking with Barcodes
Not to be outdone by Delta, American Airlines has also developed a strong tracking capability, but this time using existing barcode technology. You can hear about the benefits that American has realized through their implementation.

* **Mark Matthews**, Director, Customer Planning Operations, American Airlines

09:40 – 10:00
Visualizing the Journey - How Tracking can Deliver Product Differentiation
Alaska airlines have used tracking as the basis for their customer promise. Hear how they are using the data to differentiate their products and please customers.

* **Rick Nagy**, Product Development Manager, Airport Operations, Alaska Airlines

10:00 – 10:20
How is SITA Supporting 753?
SITA has developed the capability to collect baggage tracking data at every touchpoint of the baggage journey. We will explain the various options we have to collect data at major hubs or tiny outstations and offer a single entry point for a whole airline network.

* **Caroline Camilli-Gay**, Program Manager, SITA

Tomorrow's Journey - It's all about you The Airport Experience

TOMORROW'S JOURNEY

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Repetitive and cumbersome, this is how the passenger process is still described. As the population travelling by air is increasing faster than expected innovative solutions are needed. Streamlined identity management is becoming crucial to allow for a secure, document less, friction-free journey. This vision has to be delivered through true collaborative approach.

09:00 – 10:30

Moderator:

* **Annet Steenbergen**, Advisor Happy Flow and Pre-Clearance, Government of Aruba

Panelists:

An Airport Seamless Passenger Flow
A seamless passenger flow can only be achieved by a complete rethinking of how process in currently done. To take the challenge some airports are deploying very innovative way of operating and cooperating.

* **Hedzer Komduur**, Value Stream Owner, Schiphol

Airport Experience of the Future: How to Disrupt it?
Airports are now reflecting on enhancing passenger identity management supported by a secure platform to allow for friction-less passenger process across the full traveler journey.

* **Michael Ibbitson**, EVP Business Technology, Dubai Airport

How can Public/Private Partnership Address the Challenge of Data Privacy Posed by Biometric Data Capture?
JetBlue and SITA will present 'board-in-a-snap', their first-of-its-kind collaboration with US Customs and Border Protection for self-boarding using only facial recognition in a single step. Customers who opt-in to board-in-a-snap are able to put away boarding passes, passports and devices – a quick photo match at the gate verifies customers to board.

* **Sean Farrell**, Global Product Portfolio Director for Government and Security—General Manager Americas, SITA
* **Timothy Pearlman**, Customer Service Manager, JetBlue

A Trust Framework to Allow Interoperability Across Nations
How can governments, airlines and airports agree on using a common identity management system which is interoperable, scalable, transparent and cost efficient? A trust framework which gathers a set of specification, rules and agreements legally enforceable is a possible option which will be explored.

* **Don Thibeau**, Founder and Chairman, OIX - Open Identity Exchange

DISTRIBUTION

Distribution and Payment - Change is in the Air! Offers Will Become Relevant!

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11:15 – 12:00
Dynamic Offers and With Relevant Data
In NDC, airlines create sales offers in response to shopping requests. With ONE Order, data architecture for analytics becomes simplified. So, **what are the opportunities relevant to Pricing & Revenue Management**? How is the industry going to move away from **Dynamic Availability to Dynamic Offer Creation**? How will airlines better use data to create the perfect offer?
Moderator:

* **Sebastien Touraine**, Head ONE Order Program, IATA

Panelists:

* **Valerie Viale**, Head of Dynamic Pricing, Revenue Optimisation, Amadeus
* **Surain Adyanthaya**, Senior Vice President of Strategy, PROS
* **Jim Davidson**, CEO, Farelogix
* **Tom Gregorson,** VP Products and Solutions, ATPCO

12:00 – 12:15
Airlines Live!
United Airlines will share either plans on NDC. What more to say than come and listen and find out!

* **Tye Radcliffe**, Director of Distribution, United Airlines

12:15 – 12:30
Airlines Live!
WestJet will share their NDC journey, future plans and the new value proposition.

* **George Bryan**, Manager Distribution Strategy, WestJet Airlines

BAGGAGE

Baggage, Can you Handle it? Stop Baggage Fraud

11:15 – 11:45
Smuggling and Baggage
Baggage operations are misused in many ways, and one of the most distressing facts are the smuggling of wildlife and wildlife products. Airlines are the unknowing transporters of both wildlife and contraband. This session will teach you what to look out for and how the system is being abused.

* **Grant Miller**, Border Force Senior Officer, UK Border Force

11:45 – 12:15
Easy Money - How to Stop Baggage Fraud
Did you know that fraudsters can recover around USD1,500 per claim without ever losing a bag? This session is a master class in how to close the gaps around your baggage processes to reduce the risk associated with the misuse of baggage.

* **Neil Gabriel**, Director of Sales, Accertify, an American Express Company

12:15 – 12:30
Panel Discussion: Closing Issues in Baggage Processing
Our panel of experts answers questions from the audience on how to prevent airlines being the unwitting agents for smuggling, fraud and other nefarious activities.

INFLIGHT & CONNECTIVITY TECHNOLOGY

Inflight & Connectivity New Trends

apex airline passenger experience association

Co-hosted by:

11:15 - 11:30
Wireless Optical Communication Up in the Air: When Light Becomes Data and Services
What are the global trends of wireless communications? How will technology like Li-Fi impact the future of the inflight connectivity and entertainment package?

* **Julio Manuel García-Martín**, CEO, NGC VLC Solutions and **Arturo Campos,** Head of Research & Development, NGC VLC Solutions

11:30 - 11:45
A Virtual Reality Ecosystem for the Inflight Entertainment
Imagine you could transform your cabin into anything? Virtual reality and augmented reality are the future of consuming content. Lets see how realistic these trendy topics are and when will we see these technologies commonplace in the airplane? See how the latest tech startups are building VR solutions which can be used in flight.

* **Nikolas Jaeger**, Founder & Co-CEO, Inflight VR

11:45 - 12:00
Onboard Digital Experience Through a Wireless Network
New effective ancillary revenue and communication options in the moment of truth for the airline: "The Flight". A new world of benefits for passengers, airlines and third parties.

* **Jimmy Martinez Von Korff,** Co-Founder, Immfly

12:00 - 12:15
Augmented Reality Aerial Navigation
Augmented reality has many use cases across the aviation sector, hear from Pilot Training specialists on how this technology could be used in flight.

* **Ákos Maróy**, Founder, Aero Glass

12:15 - 12:30
Panel Discussion
Panel Discussion – What is the next generation of inflight entertainment?
Moderator:

* **Tim Grosser**, Head, Digital Transformation, IATA

Panelists:

* **Julio Manuel García-Martín**, CEO, NGC VLC Solutions
* **Jimmy Martinez Von Korff,** Co-Founder, Immfly
* **Nikolas Jaeger**, Founder & Co-CEO, Inflight VR
* **Ákos Maróy**, Founder, Aero Glass

Panasonic

TOMORROW'S JOURNEY

Tomorrow's Journey - It's All About You The Passenger Experience

11:15 - 11:30
The Personalization Program—Upgrading the Passenger Experience
From an aviation business perspective - how does the industry envision the transformation? What are the critical dependencies? What are the tools and emerging technologies needed? Where are the obstacles and opportunities ahead?

* **Henry H. Harteveldt**, President/Travel Industry Analyst, Atmosphere Research Group
* **Rob Broere**, Co-Chairman StB Steering Group and VP—PSS Transition, Emirates

11:30 - 11:40
Airline Perspective
An airline perspective on the personalized journey and the transformation process needed to realize their ambitions

* **Rob Broere**, Co-Chairman StB Steering Group and VP—PSS Transition, Emirates

11:40 - 11:50
The Airport Perspective
An airport perspective on the personalized journey and implied complexity of future terminal systems needed to support in the touch points throughout the value chain.

* **Christoph Schneider**, Senior Advisor Airport Master Planning, Division Corporate Development, Flughafen München GmbH

11:50 - 12:00
The Technology Provider Perspective
Upgrading the travel industry's personalization capabilities depends critically on the data sharing frameworks, security standards and automation tools. What are they and will technology fix it all?

* **Steve Peterson**, Institute for Business Value—Global Travel & Transportation Leader, IBM

12:00 - 12:25
Panel Discussion

12:25 - 12:30
Questions and Closing Remarks

Sabre

12:30 - 14:00 Networking Lunch Break Sponsored by AMERICAN EXPRESS

Distribution and Payment - Change is in the Air! More on the Horizon

DISTRIBUTION

JRTechnologies UNISYS Securing Your Tomorrow™

14:00– 14:15
Something Brand New!
Hear first-hand about a new development in the NDC program: a new community is being launched and we also embark on a new cycle!

* **Yanik Hoyles**, NDC Program Director, IATA

14:15– 14:25
A Big Player on the Move
Travelport will share their ideas for 2018 pilots and plans to achieve Level 3 certification.

* **Derek Sharp**, SVP and Managing Director, Travelport

14:25– 14:35
Airlines - Live!
Will this be the year of **Air Canada**? Come and listen and hear live from their experts.

* **Keith Wallis**, Director Global Product Distribution, Air Canada

14:35– 14:50
Airlines - Live!
Emirates have recently made their API available to Alitrip. Is this a big deal? What are their strategies in China and how different is this market?

* **Bill Cavendish**, VP Distribution Strategy, Emirates

14:50 – 15:10
New Kid on the Block
With fresh and significant funding around the corner, this startup is getting ready to ship the first version of its "marketplace for air travel". How was the journey to get there like? How does their NDC-based product look like? And what are their views about airline APIs?

* **Stephane Pingaud**, CEO, Flyiin
* **Dániel Vámosi**, CTO, Flyiin

15:10 – 15:30
Who's Already Disrupting?
Last year **Skyscanner** announced their engagement in NDC and their CEO described the first set of benefits they were seeing. One year on let's hear how this has progressed and how close **Skyscanner** has got to its goal of becoming "The retailer for the airlines of the future!" And by the way, he might even give us an insight into the Chinese market….

* **Gareth Williams**, CEO & Founder, Skyscanner

Inflight & Connectivity Ancillary Revenues

INFLIGHT & CONNECTIVITY

apex airline passenger experience association

Co-hosted by:

14:00– 15:30
The Future of On-Board Ancillary Revenue
Leading airlines and suppliers share new methodology to secure new ancillary revenue sources in-flight while providing better passenger experience. Explore how various paid advertising campaigns sold by IFE media sales experts to major advertising brands created value for passengers and brought ancillary advertising revenue to airlines by using their digital and out-of-home media channels. Speakers will outline the campaigns' success and value as well as how these revenue experiences can be leveraged across the entire IFEC and ambient media airline platforms. The techniques revealed will tie into the future of IATA NDC and the One Identity with new revenue techniques driven via APEX's Ancillary Revenue Committee (ARC).

Moderator:

* **Joe Leader**, CEO, Airline Passenger Experience Association (APEX)

Panelists:

* **Martin Cunnison**, Chief Commercial Officer, AirFi
* **Mehmet Bütün,** Senior Vice President of Digital Services, Turkish Airlines
* **Jonathan Savitch** , Chief Commercial Officer , Routehappy
* **Robin Hopper**, SVP Product Development & Marketing Strategy, Guestlogix
* **David Coiley**, VP, Aviation, Inmarsat
* Dr, Saleh Bukhari, Ancillary Project Manager, Saudia Airlines

Panasonic

Baggage, can you handle it? Tech Trends for Baggage

BAGGAGE TECHNOLOGY

14:00– 14:15
How will technology impact baggage?
What are the big technology trends which impact the area of baggage? We drill down into three key areas to further understand how these technologies can benefit the discipline of baggage. These areas are Blockchain, Cyber Security, Big Data and Open Connectivity.

* **Bart Pannecoeck**, Aviation Practice Lead, SalesForce

14:15 – 14:35
Tracking Technology – Where are we At
Lets have a look into the future of where the tracking technology is going. What are the use cases being used at the moment. We will focus on three interesting technologies, LoRa, Sigfox and RFID.

* **Susanne Schadler**, Global Manager, NXP Semiconductors

14:35 – 14:55
Where is my Bag? The Latest Technology to Keep Your Bag Always Located
Explore new technologies in track and trace, Wimbag is a small personal tracker that will keep you unconcerned when travelling with valuable stuff in your luggage. You will know at every moment where are your bags but, in case the worst happens…

* **Gerardo Garcia**, Co-Founder, Wimbag and CEO, Itelsis

14:55 – 15:30
Panel Discussion – What are the Technical Challenges in the Baggage of the Future

Moderator:

* **Tim Grosser,** Head, Digital Transformation, IATA

Panelists:

* **Susanne Schadler**, Global Manager, NXP Semiconductors
* **Gerardo Garcia**, Co-Founder, Wimbag and CEO, Itelsis
* **David Hosford**, Manager, Baggage Performance and Strategy, Delta Airlines
* **Caroline Camilli-Gay**, Program Manager, SITA

Tomorrow's Journey - It's All About You

TOMORROW'S JOURNEY

14:00 - 15:30
Passport to Personalization
Travel verticals are starting to forge powerful partnerships by integrating data, opening APIs, consolidating services with the primary aim of generating new business. In doing so, these members of the air travel value chain can take lessons from the platform strategies of digital disrupters and become digital travel eco-systems themselves, integrating services from third parties along the customer journey. Technological advances like this allow airlines and other players to drive more personalized customer experience activities to compete more effectively. This session will expand on the current state of personalized passenger experience strategies and how airlines and other members of the aviation supply chain apply them to compete.

Moderator:

* **Henry Harteveldt**, Owner, Atmosphere Research Group

Panelists:

* **JochenSchnadt**, CCO, BMI Regional
* **Maximilian Lober**, Founder & Owner, Voya
* **Christian Draeger**, VP Customer Experience, StarAlliance
* **Christoph Schneider**, Senior Advisor Airport Master Planning, Division Corporate Development, Flughafen München GmbH

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15:30 - 16:15 Networking Coffee Break Sponsored by SWITCHFLY™ TRANSFORM TRAVEL

Distribution and Payment - Change is in the Air! What Will it Really Take to Change?

DISTRIBUTION

16:15– 16:40
Get Ready for the NBD (the Next Big Disruption)!
Payment is a key element of the distribution strategy. What are current industry's efforts to maximize opportunities in the context of NDC implementation

* **Pascal Burg**, Director, Edgar, Dunn & Company

16:40 – 17:30
Panel Discussion: But Where are the Elephants?
Panel of disruptors who each have strong experience of our industry. They will have "carte blanche" (or just about) to say what they think and to challenge the audience!

Moderator:

* **Paul Tilstone**, Managing Partner, FESTIVE ROAD and Board Director, Global Business Travel Association (GBTA)

Panelists:

* **Bill Brindle**, COO, Hogg Robinson Group
* **Holger Taubmann**, Former Senior VP of Distribution, Amadeus
* **Gareth Williams**, CEO & Founder, Skyscanner
* **Diane Lundeen Smith**, Global Travel Sourcing Manager, Microsoft

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INFLIGHT & CONNECTIVITY

apex airline passenger experience association

Co-hosted by:

16:15– 16:30
Survey Says! Passenger Values
Find out what airline passengers really like and value when it comes to the onboard product. Data from V.X Consulting and IATA Airs@t will be referenced.

* **Paul Chen**, Founder, V.X Consulting

16:30– 17:45
Aircraft Interiors to Maximize Airline Profits
Leading aircraft interior manufacturers and airlines share their success in serving passengers with those techniques maximizing profits from every aircraft in the fleet. Unveiling lessons from APEX's leading airlines, manufacturers will highlight future technologies to further enhance revenue per available seat mile.

Moderator:

* **Joe Leader,** Chief Executive Officer, (APEX) Airline Passenger Experience Association

Panelists:

* **Dr. Franz Josef Kirschfink**, CEO, Hamburg Aviation Crystal Cabin
* **Professor Conor Neill**, Former Airline CEO, Taxijet and President, Vistage
* Dr, Saleh Bukhari, Ancillary Project Manager, Saudia Airlines
* Timothy Pearlman, Manager Customer Experience, JetBlue Airlines

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Baggage, can you handle it? Baggage Performance

BAGGAGE

unicoBAG

16:15—16:35
Building a Better Bag
Your bag says a lot about you. It can also define how you travel. There are many innovations being introduced to baggage, and in this session you will how innovations in crew luggage are now being seen in the passenger environment and helping with smoother boarding processes

* **Alistair Callender**, Design Research Lead, Gate 8 Luggage

16:35 – 16:55
Building Better Baggage Performance
Heathrow airport has made huge reductions in their baggage mishandling figures through the application of a sustainable improvement program together with everyone in the Team Heathrow Baggage Family. Learn from their baggage team how they have made progress and what is left to do.

* **Clive Jones**, Head of Service Transformation, Heathrow Airport

16:55 – 17:15
Building Better Baggage Services
Baggage doesn't end at the airport. Baggage services are the new frontier of the passenger journey, and in this session you will hear how one company has added transparency to the baggage delivery process for airlines, passengers, and delivery vendors through an innovative technology platform.

* **Todd Coons**, Chief Business Development Officer, Unicobag

17:15 – 17:45
Panel Discussion: The Future of Baggage

Join our speakers from throughout the day to learn the likely next innovations and milestone moments for baggage over the next 5 years. Robotics or Warehousing, Cabin baggage or hold, the answers will be here.

Tomorrow's Journey - It's All About You Customer Data

TOMORROW'S JOURNEY TECHNOLOGY

16:15– 16:30
The Value of Artificial Intelligence and Data: Amazon's Experience
Learn from the world leader in personalization of the customer. Amazon will update us on their latest thoughts around Artificial Intelligence and Personalization including aviation-related examples.

* **David Sanz Gil**, Solutions Architecture, Amazon Web Services EMEA

16:30– 16:45
Case Study—Data Drives Digital
Actionable Insights. Faster, Better Results. Uptake is the actionable insights platform that is challenging what's possible in industry. It's time to make the world more productive, safe, secure, and reliable.

* **Nick Farrant**, SVP of Business Ventures, Aviation Uptake

16:45– 17:00
Data is the New Oil, Lessons Learnt From the Automotive Industry
Can we leverage new and interesting technology from other sectors, - here we see the usage of uses machine learning, car sensor data, and mobile phone information to learn about drivers and provide real time experience to the auto experience.

* **Arshia Gratiot**, CEO, Third Space Auto

17:00– 17:25
Social Customer Experience and Passenger Personalization
As travelers increasingly turn to social technology, the opportunity to personalize the passenger experience and simultaneous inherent responsibility of the CIO to protect both passenger data and business operation rise in importance. In this session you will learn about the fundamental issues and why a corporate policy based in business objectives is essential to managing this new reality of air transport.

* **Dave Evans**, VP, Social Strategy, Travel & Hospitality, Lithium Technologies

17:25– 17:45
Redefining the Customer Experience
How customer experience dynamics have changed in the last decade and how the future of airline customer experience is going to look like. The airlines actually have an opportunity to differentiate themselves by enabling a rich customer experience thus not only ensuring attracting the rich customer base but also having increased revenue potential by offering the right set of ancillaries to their customers. This is going to be an exciting win-win relationship for both, and technology is going to play a very significant role in making this a reality.

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* **Anil Batra**, Sr. Vice President & Head of Travel & Transport, NIIT Technologies

19:00 - 22:30 Networking Gala Dinner Sponsored by HUAWEI

IATA INNOVATION DAY

09:00 – 09:15

How IATA is Driving Innovation and Supporting the Airlines in the Transformation Journey

Hear how IATA has embarked in an unprecedented innovation journey, building the first industry wide innovation ecosystem aiming at accelerating the development and implementation of industry innovation.

* **Juan Ivan Martin**, Head of Innovation, Financial and Distribution Services, IATA

09:15 – 10:15

IATA Hackathons : Come and See the Innovations of Tomorrow!

A True NDC Story

* **Jonathan Newman**, Commercial Director, Caravelo

Building on the success of last years' NDC Hackathons, IATA has broaden up the challenges themes of its 3 hackathons in 2017. NDC, One Order, Open API and OneID open our landscape to new communities of developers who can build new solutions, look at our industry form a new angle….Come and see the winners of the 2017 IATA Hackathons!

Moderators:

* **Yanik Hoyles**, NDC Program Director, IATA
* **Aurélie Krau**, Associate, FESTIVE ROAD

Winners:

* **Magno Mathias**, **Mauricio de Oliveira Reis**, and **Matthijs van der Veer,** Travel Exchange
* **Jayakrishnan Radhakrishnan,** and **Ganesh Shashindran Pillay**, IBS Team
* **Evol Mark Johnson Winter**, and **Michelle Antoinette Stephens**, Travelful
* **Sergey Pronin**, and **Alexey Mileev**, App in the Air

10:15 – 11:00

Travel Innovation Competition 2017 – The Final Round

The three finalists from the 2017 edition will present their ideas to the audience prior to the determining vote.

Facilitator: **Houman Goudarzi,** Manager Innovation, IATA

* Finalist 1, **Guillaume Laporte**, Co-Founder & CEO, Destygo
* Finalist 2, **Raphael Babalola**, Co-Founder & CEO, Flyto
* Finalist 3 , **Shi Li**, CEO, SeatAssignMate

11:00 - 11:45 Networking Coffee Break Sponsored by

11:45 - 12:00

Travel Innovation Competition Ceremony :

The jury panel and event attendees will vote on the best idea – the awards will be announced and presented to the winners.

Jury Panel:

* **Dr. Simone Amorosi**, Deputy Director of Transportation Center, Ecole Polytechnique Fédérale de Lausanne (EPFL)
* **Rob Broere**, Co-Chairman StB Steering Group and VP—PSS Transition, Emirates
* **John Magill**, Senior Development Advisor, Enterprise Ireland
* **Nicola Simionato**, General Manager Business Development, Travel, Google

12:00 - 13:00

What May the Future Look Like?

Transforming how the industry operates, only for the benefits of the passenger! StB has driven change in the airline industry for more than ten years and its Think Tank identifies and incubates ideas before they become industry change initiatives. In this session, StB will share its unique formula to drive change and will present its next disruptive ideas.

Autonomous Vehicle

* **Glenn Morgan**, Head of Business Digital Transformation, IAG

Payment

* **Erik Stogo**, Director IT, United Airlines

Personalization

* **Rob Broere**, VP—PSS Transition | Emirates Group Transformation, Emirates
* **Bart Pannecoeck**, Head of Business Digital Transformation, Salesforce
* **Adrian Moslehi**, TTH Industry Lead Solution Engineer, IAG

13:00 - 13:30

Key Takeaways from WPS and Executive Summit and Closing Remarks

* **Nick Careen**, Senior Vice President, Airport, Passenger, Cargo and Security, IATA
* **Aleks Popovich**, Senior Vice President, Financial and Distribution Services, IATA

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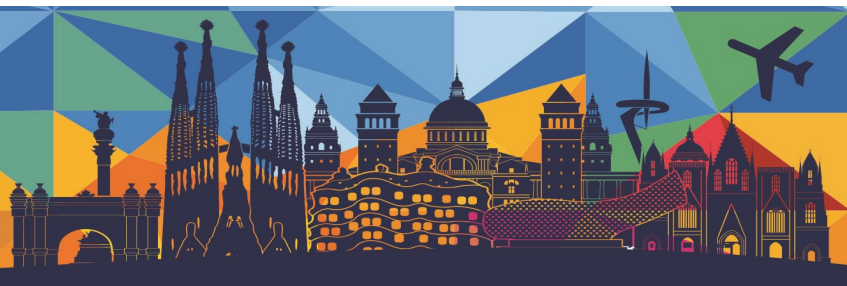

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