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Istanbul, Türkiye
03 – 07 November 2025

PROGRAM

Host airline



**TURKISH
AIRLINES**



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Tuesday, 4 November

19h00 – 20h30

WELCOME RECEPTION
Exhibition Hall

#IATAWPS #IATAWFS #IATAWFSWPS



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Wednesday, 5 November

Opening Plenary

- 09h00 – 09h15** **Welcome to the World Financial and World Passenger Symposium**
Welcome note by IATA leadership, introducing the highlights of the 2025 edition
- 09h15 – 09h30** **Welcome to Istanbul from the Symposium host airline**
Official opening of the Symposium by Turkish Airlines leadership
- 09h30 – 10h00** **IATA Industry Economic Outlook**
The IATA industry economic outlook provides key insights into aviation trends, financial performance, and future projections for the global airline industry.
- 10h00 – 10h30** **Global Passenger Survey (GPS) - Results**
Explore the essential insights into travelers' preferences and expectations, covering a range of topics such as their views on biometric technology, the variety of payment methods they use, their carbon offsetting practices, and their anticipations regarding baggage handling and transfer experiences at airports.
- 10h30 – 11h15** **NETWORKING BREAK**
Exhibition Hall
- 11h15 – 11h45** **Destination Transformation**
Listen to airline leaders discuss the industry's perspective on the ongoing transformation to 100% Offers and Orders
- 11h45 – 12h05** **How others do it so well!**
Hear how other industries are blending value creation in retail with a genuine focus on customer-centricity
- 12h05 – 12h30** **Insights into an Airline executive committee**
A group of executives from the same airline will share how they work together to deliver this transformation
- 12h30 – 14h00** **LUNCH BREAK**
Exhibition Hall

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Wednesday, 5 November

Track 1: Offers & Orders in the making

14h00 – 15h30

An industry in transformation

- Discover the industry's progress on the path to Modern Airline Retailing
- Hear firsthand testimonials from leading airlines
- Grasp the end state with IATA Recommended Practice 1786a as a benchmark
- Engage in debates across the entire distribution value chain

15h30 – 16h00

**NETWORKING BREAK
Exhibition Hall**

16h00 – 17h30

Vendors and Airlines are investing

- Discover the latest results from the vendors' readiness and roadmap industry survey
- See IT providers showcase their progress with airline partners
- Debate the readiness and product roadmaps of various vendors
- Hear airline senior executives explain the importance of this transformation

18h30

NETWORKING DINNER sponsored by
Crystal Ballroom



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Wednesday, 5 November

Track 2: Payment & Finance to Order!

14h00 – 15h30

Payment is transforming !

Hear about the game changing role of Payment in Airline Retailing

Understanding the limitations of current payment messages

- Why they are becoming obsolete
- What are the pain points experienced by the Airlines and their Payment Partners

How Offers and Orders are accelerating the obsolescence?

What is the opportunity for the Air Industry?

How are Payment Partners and Airlines collaborating for better payment messages?

Moving forward and agreeing on a high-level strategic roadmap

15h30 – 16h00

**NETWORKING BREAK
Exhibition Hall**

16h00 – 16h45

Corporate Travel Payment

Corporate and Airlines needs in an Offer and Order world

How does Corporate travel work with orders?

What are the opportunities ?

16h45 – 17h30

Payment Innovation

- Featuring a new Digital Payment Instrument
- Featuring Airline innovation in payment

Module wrap-up of the day

18h30

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Wednesday, 5 November

Track 3: Improving Customer Experience with Digital Identity & Orders

14h00 – 15h30

Always through the lens of the Customer

- GPS Pain Points, are we listening to the customer?
- How can Orders improve both pax risk assessment and customer experience?
- Delivery of Assisted Services with Orders, a transformation in accessibility

15h30 – 16h00

**NETWORKING BREAK
Exhibition Hall**

16h00 – 17h30

Digitalization of Admissibility is key

- The Cost of not digitalizing admissibility: a review of the INADs project outcomes
 - The future of Pax Data
 - Moving the border checks to pre travel – improved efficiencies, customer experience and border security through digitalized advance risk management
- Panel: Perspectives on passenger data, fines, panelists from across facilitation (borders, airlines)*

18h30

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Thursday, 6 November

Track 1: Offers & Orders in the making

09h00 – 10h30

How the Consortium can accelerate your journey

- Witness IT vendor modularity in action through the work of the IATA Consortium
- Debate how business process re-engineering with Offers & Orders can drive simplification
- Explore real-world airline Offers & Orders implementation use cases
- Gain insights from the experiences of early adopters

10h30 – 11h00

NETWORKING BREAK
Exhibition Hall

11h00 – 12h30

Leaving no one behind!

- Assess the readiness of the entire distribution value chain to adopt Orders
- Learn how to kickstart your journey quickly and efficiently, with key messages for the C-suite
- Dive into debates on the latest industry hot topics, including look-to-book ratios, transitioning to interline with Offers & Orders, and more

12h30 – 14h00

LUNCH BREAK
Exhibition Hall

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Thursday, 6 November

Track 2: Payment & Finance to Order!

Financial Management Transformation

09h00 – 10h30

Financial Management is transforming! Are you on board?

Airline Retailing transformation and move to Offers and Order cannot be achieved without transforming Financial Management. Learn why, and more importantly, what is in it for you? Get industry leaders views on this and many other related topics:

- Opportunities and challenges of transforming classic ticket-based Revenue Accounting to modern retail style Order Accounting and its wider reaching Financial Management implications, including regulatory reporting.
- What does an Order record represent from a Financial Management perspective? What is an accounting and an accountable document and is there a difference? How does transition to Orders change accounting and accountable documents concepts we are used in a classic electronic ticket environment?
- What is Financial Order Integrity and Primary and Preventative key controls framework in view of Orders?

10h30 – 11h00

**NETWORKING BREAK
Exhibition Hall**

11h00 – 12h30

Beyond theory and concepts – Order Accounting in action!

- Learn what some airlines are already doing in Order Accounting and how solutions providers support them. Find out what are they finding out from their Order Accounting proofs of concept and pilots.
- Hear from major solution providers on the progress they made since last year, how they can already support your transformation to Order Accounting and what their development roadmaps are.

Industry Standards – interoperability and modularity demystified

Industry Standards enable Modern Airline Retailing transformation journey and allow for interoperable and modular solutions to be developed and deployed.

- Learn where the industry is with its Order Accounting and broader Financial Management standards. And how does it fit in the end-to-end MAR Reference Business Architecture framework.
- Find out how different Passenger Standards Conference business Boards manage interdependencies and support Offers and Orders modularity. And why, and how, you should get involved!

12h30 – 14h00

**LUNCH BREAK
Exhibition Hall**



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Thursday, 6 November

Track 3: Improving Customer Experience with Digital Identity & Orders

09h00 – 10h30

Look out: Digital Identity is here to stay!

- Airline leaders in digital identity (EU, NZ, TK) and Italian EUDI wallet for Accessibility
 - Visions, realities and lessons in innovation
- Keynotes and panel*

10h30 – 11h00

NETWORKING BREAK
Exhibition Hall

11h00 – 12h30

Bringing it to life!

- A showcase of the Future from the Delivery with Order Taskforce
- What will change as airlines adopt "Delivering with Orders"? Join us for the journey of the passenger, the journey of their data, and the journey of their baggage in a world of offers and orders!

12h30 – 14h00

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Thursday, 6 November

Closing Plenary

14h00 – 15h00

The industry Roadmap to 100% Offers and Orders

- Track the latest progress on standards priorities
- See some of the most prominent examples of IT provider modularity in action
- Stay ahead of the curve with exclusive updates on the industry roadmap from influential stakeholders

15h00 – 15h45

How does all this impact the bottom line?

Join our dynamic closing panel where industry analysts and experts will delve into sources of value creation, examine current trends, and identify future opportunities, all while focusing on enhancing the customer experience

15h45 – 16h00

Conference wrap-up