



# AIR SYMPOSIUM

Airline Industry **Retailing**



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Let's Build  
**Airline Retailing**

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**ROME**

Sheraton Roma Hotel  
Viale del Pattinaggio, 100  
00144 Roma, Italy

**23-25 OCT**





09:00  
-  
10:15

## The Big Picture

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09:00 - 09:10

### AIR Symposium Grand Opening

From the World Passenger Symposium to the Airline Industry Retail Symposium. Listen to Aleksander Popovich talk about the state of the industry and the innovation roadmap in the areas of distribution and finance.

▶ **Aleksander Popovich**, SVP Financial and Distribution Services, IATA

09:10 - 09:25

### Alitalia - Their roadmap to digital transformation and retail

Hear the new opportunities of development and digital transformation challenges.

▶ **Fabio Lazzerini**, Chief Business Officer, Alitalia

09:25 - 10:10

### The Big Picture

Facilitated by

▶ **Henry H. Hartevelde**, President/Travel Industry Analyst, Atmosphere Research

### Views from an outsider with an insider's knowledge

Retailing is a trend bigger than air travel. Digital disruptions have transformed several industries and are yet to fully impact air travel. Hear thought-provoking ideas for an outsider with 50 years of experience in the air travel industry.

▶ **Nawal Taneja**, College of Engineering, The Ohio State University.

### The Airline Industry Retailing (AIR) Vision

The Digital Airline empowered by true retailing capabilities.

▶ **Eric Leopold**, Director Transformation FDS, IATA

### IATA Anti Trust Brief

▶ **Daniel Kanter**, Assistant General Counsel, IATA

10:15 - 10:45

### Networking Break

Sponsored by: Farelogix

10:45  
-  
12:30

## Should Airlines Be Retailers?

10:45 - 11:00

### What's the story

Why do airlines want to retail? What's the size of the prize and what does the journey look like?

▶ **Yanik Hoyles**, Director NDC, IATA

11:00 - 11:20

### Retail perspectives from North America

They were no doubt the first to embark on an NDC journey and they continue to offer new products and services to their customers. What's their vision of airline retailing for tomorrow?

▶ **Alison Taylor**, SVP Global Sales and Distribution, American Airlines

11:20 - 11:40

### Retail perspectives from Europe

Three years after announcing their NDC roll out, where are they now in their retail strategy? What is so special about the European market?

▶ **Xavier Lagardere**, Group Head of Distribution, Lufthansa Group

11:40 - 12:00

### Retail perspectives from Asia

From a low cost carrier to a full service, high end airline - are the challenges similar? What does the future look like and in particular how do they plan to engage their customers in tomorrow's world?

▶ **Campbell Wilson**, SVP Sales and Marketing, Singapore Airlines

12:00 - 12:30

### Let's chat!

The airlines will move to fireside chats with our moderator and will be challenged by the audience on why retailing is key for airlines.

▶ **Xavier Lagardere**, Group Head of Distribution, Lufthansa Group

▶ **Alison Taylor**, SVP Global Sales and Distribution, American Airlines

▶ **Campbell Wilson**, SVP Sales and Marketing, Singapore Airlines

▶ **Moderator: Tanya Beckett**, Presenter, BBC News



12:30 - 14:30

**Networking Lunch**

Sponsored by: OpenJaw

12:30 - 14:00

**Workshop (by invitation)**

Sponsored by: Riskified

The New Growth Engine: How Fraud Management Can Reduce False Declines and Friction to Drive Online Travel Revenue

12:30 - 14:00

**Workshop (by invitation)**

Sponsored by: Solring Air

The Winning Strategy for the Millennial Passenger - Taking Airline Retail from Zero to Hero

14:30

16:15

## Who's Best At Retailing?

14:30 - 15:00

### Views from a leading Travel Management Company

Hear from American Express GBT CEO and how he sees the role of the TMC evolving and adapting through these powerful shifts in the distribution landscape.

▶ **Doug Anderson**, CEO, American Express GBT

*Interviewed by **Caroline Strachan**, Managing Partner Festive Road*

15:00 - 15:10

### What we hear from the Corporate Buyer

▶ **Yanik Hoyles**, Director NDC, IATA

15:10 - 15:50

### Different TMCs with different strategies

Different TMCs can have a very different approach to technology and also how they engage the customer.

▶ **Michael Kubasik**, Executive Vice President & CIO, Travel and Transport, Inc

▶ **Laura Ruffles**, CEO AU/NZ and Global COO, Corporate Travel Management

▶ **Tristan Smith**, Vice President Global Transportation, Egencia

▶ **Moderator: Caroline Strachan**, Managing Partner, Festive Road

15:50 - 16:30

### A view from the leisure side

What will leisure travel look like tomorrow? How will consumer behavior evolve? Will the shopping for travel be the same for leisure and business? Is payment an area that can make a competitive difference?

▶ **Robert Albert**, CEO Routehappy by ATPCO

▶ **Rustom Birdie**, Head of Travel, Affirm

▶ **Paul Butcher**, Director of Technology, Expedia

▶ **Kevin Wang**, General Manager of flights APAC, Google

▶ **Moderator: Henry Harteveltdt**, Travel Industry Analyst and Advisor

16:30 - 17:00

**Networking Break**

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17:00  
-  
18:30

## Creating Relevant Offers

17:00 - 17:50

### To RBD or not to RBD? This is the question!

Inventory management using the Reservation Booking Designator (RBD) has always been a core part of airline Revenue Management. Removing the separation between inventory and price with Dynamic Offers creates huge opportunities for innovation, and everyone wins. Join the discussion with experts from airlines and system providers on the future of the perfect offer: contextualized and priced dynamically

- ▶ **Surain Adyanthaya**, Senior Vice President, PROS
- ▶ **Christian Popp**, Head of Distribution and Revenue Management Strategy and Business Analytics, Lufthansa Group
- ▶ **Valerie Viale**, Head of Offer Pricing & Dynamic Pricing, Amadeus
- ▶ **Dieter Westermann**, Vice President Revenue Management, Etihad Airways
- ▶ **Moderator: Henry Coles**, Head, Airline Distribution Standards, IATA



17:50 - 18:00

### AIR innovation flash #1

The future is now! Datalex Chief Innovation Officer Alan Dunne explains how the Datalex Digital Commerce Platform supports Dynamic Offers and unified offer and order management.

- ▶ **Alan Dunne**, Chief Innovation Officer, Datalex

18:00 - 18:30

### The future of interlining in airline retailing

Partnerships between airlines requires some change: should codeshare be redesigned in a NDC and ONE Order world? Should interlining become a re-selling agreement between providers of air and non-air products? And what about new forms of interlining like self-connect services and interline on demand? Hear from industry experts about how the industry may evolve.

- ▶ **Artur Bialy**, Co-Founder and CTO, Cirravia
- ▶ **Glenn Morgan**, Head of Digital, International Airlines Group (IAG)
- ▶ **Moderator: Henry Coles**, Head, Airline Distribution Standards, IATA

18:30  
-  
20:30

## Welcome Reception



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### Sheraton Roma - Pool deck

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09:00 - 10:30

## Getting The Offer To Market

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09:00 - 09:30

### A view from the top

Hear the big picture from one of travel tech's most prominent leaders. What are the most powerful disruptions and shifts in the global travel industry, and how is Sabre responding?

▶ **Sean Menke**, CEO, Sabre

Interviewed by **Caroline Strachan**, Managing Partner Festive Road

09:30 - 10:20

### How fast can incumbents adapt and what does this mean for challengers?

What's the best way to get these offers to market? Is there an old way and a new way? Which players will be the ready first for "plug and play"? and how will they differentiate their value proposition?

▶ **David Doctor**, Head of Strategy & Marketing for Airlines, Amadeus

▶ **Ian Heywood**, Global Head of Product and Marketing for Air Commerce, Travelport

▶ **Paras Kumar**, Co-Founder, Airlines Technologies

▶ **Kathy Morgan**, VP of NDC, Sabre Travel Network

▶ **Moshe Rafiah**, Founder & CEO, Travelfusion

▶ **Moderator: Marc Rosenberg**, President, Strataconnex and retired Air Canada VP Sales and Distribution

10:20 - 10:30



### AIR innovation flash #2

A new user interface with NDC live

▶ **Tony D'Astolfo**, Senior Vice President, NORAM, Serko

10:30 - 11:00

## Networking Break Sponsored by: Maureva

11:00 - 12:30

## Ordering, Delivering And Servicing Sponsored by: SAP

11:00 - 11:20

### Great offers come with great delivery expectations

Seamless servicing is a critical element of airline retailing. What are the challenges for frictionless fulfillment? What is today's PSS Landscape? Are new solution providers arising? Hear the latest status about ONE Order program.

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

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

11:20 - 11:30



### AIR innovation flash #3

SAP ONE Order pilot: a new entrant in airline distribution ecosystem?

▶ **Andy Kidd**, Industry Principal – Travel, SAP

11:30 - 11:40



### AIR innovation flash #4

ONE Order "PNRless and Ticketless" pilot

▶ **Alexander v. Bernstorff**, Director Airline Solutions, InteRES

11:40 - 12:30

### The future of the Passenger Service System (PSS) in an airline retailing environment

With e-commerce platforms, digital transformation and open APIs, what is the future for PSS? What is the perfect airline IT infrastructure for retailing? Is ONE Order the true retailing revolution? This panel to explore the implications for the future airline industry architecture.

▶ **Glenn Morgan**, Member of IATA Industry Transformation Group

▶ **Andy Kidd**, Industry Principal – Travel, SAP

▶ **Soumit Nandi**, Managing Director, Customer Technology Platforms, United Airlines

▶ **Jesko Neuenburg**, Managing Director, Seabury Consulting, Accenture

▶ **Moderator: Sebastien Touraine**, Head ONE Order Program, IATA

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12:30 - 14:00

## Networking Lunch

12:30 - 14:00

### Workshop (by invitation)

Sponsored by: UATP & Cell Point Mobile

Alternative Forms of Payment Throughout the Passenger Journey: Turning Payment Preferences into Profits

12:30 - 14:00

### Workshop (by invitation)

Sponsored by: PK Fare

The Future of Distribution

14:00 - 15:00

## Payment: Pure Financial Asset Or Commercial Advantage?

14:00 - 14:10

### Payment landscape evolution

The payment sector is booming in terms of new and disruptive products. Digital Payments is the largest FinTech segment in which companies are investing to develop solutions. Innovation is also happening in fund transfer products and travel agents are offered virtual cards to remit customer payments to airlines.

The session will explore why should airlines be interested in these developments.

▶ **Thierry Stucker**, Director Industry Financial Programs, FDS Transformation, IATA

▶ **Samee Zafar**, Director, Edgar, Dunn & Company

14:10 - 14:25

### AIR innovation flash #5

Driving Loyalty through Alternative Payments

Witnessing the changing payment landscape in the age of Fintech, machine learning and artificial intelligence, what are the customer expectations with respect to paying for their travel? As traveler demographics evolve, what can airlines do to continue to grow their co-brand portfolios?

The inventor of metasearch (sidestep.com, acquired by Kayak) will share insights learned from his new company, UpLift, into how offering passengers the option to pay for their travel through monthly installments drives conversion, earlier booking, higher ancillary uptake and co-brand credit card acquisition.

▶ **Brian Barth**, CEO and Co-founder, UpLift, Inc

14:25 - 15:00

### Transformation in payment

The panel will address how the emergence of new payment options are likely to affect the customers' expectations and distribution options. It will also explore what are the opportunities and challenges airlines are facing considering these innovations. Payment providers will explain how they are seeing these trends and how they are considering assisting airlines in these challenges.

▶ **Kai Schilb**, Head of Payment, Lufthansa Group

▶ **Carlo Liotti**, Vice President & General Manager Global Commercial Services - Italy and Spain, American Express

▶ **Benjamin Madjar**, Director, Deutsche Bank

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

▶ **Moderator: Thierry Stucker**, Director Industry Financial Programs, FDS Transformation, IATA

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15:00  
-  
15:30

## To Retail, You Must Disrupt Your Organization Too !

15:00 - 15:30

### How to adapt the airline organization to a retail world

Compare how a Low Cost Carrier, a Full Service Carrier and a human resource expert see the necessary skillset and organization changes in order to truly reap the benefits of retailing.

▶ **Jasper Schrijver**, Vice President, Seabury Consulting

15:30 - 16:00

### Networking Break

Sponsored by: Affirm

16:00  
-  
17:45

## What could it look like tomorrow?

16:00 - 16:15

### Best-of-Breed Innovation in airline retailing

How best-of-breed solutions can create value for airlines?

What are the challenge to overcome to deliver?

How could they unlock innovation envisioned by NDC & ONE Order?

Hear from a few specialized Vendors how they could deliver more speed AND more innovation compared to a one-stop-shop vendor.

▶ **Alexander v. Bernstorff**, Director Airline Solutions, InteRES

▶ **Urs Kipfer**, Head of Key Account Management, Datatrans

▶ **Hélène Millet**, Head of Consulting & Airline Products, Conzantz

▶ **Peter Schöber**, Director Revenue Management & Pricing, Lufthansa Systems

▶ **Moderator: Ursula Silling**, CEO & Founder, do things differently - XXL Solutions

16:15 - 16:40

### What does it take to scale

IATA has surveyed players across the value chain to better understand what is required and how they can work together to scale NDC. IATA will share the new certification criteria based on the findings from this research.

▶ **Claude Muller**, Head NDC Technology and Architecture, IATA

*Interviewed by Yanik Hoyles*, Director NDC, IATA

16:40 - 17:00

### So, Where's the value and what's the business case?

IATA has conducted research to better understand what value is created as a result of the disruptions taking place and how each player across the value chain could benefit.

▶ **Philippe Der Arslanian**, CEO, Answair

17:00 - 17:45

### Value Chain Taboos

A broad panel of experts will comment on the last two days, and share views on how collaboration could affect the relationship and value propositions of tomorrow.

They will also discuss and share opinions of how best to tackle the challenges and blockers that inhibit or slow down the momentum.

▶ **Tony D'Astolfo**, Senior Vice President, NORAM, Serko

▶ **George Khairallah**, CEO, JR Technologies

▶ **Julio Rodriguez Contreras**, Head of Group Commercial Planning, IAG

▶ **Caroline Strachan**, Managing Partner, Festive Road

▶ **Pascal Struyve**, Global Travel, Fleet & Meeting Services Director, Ingersoll Rand

▶ **Moderator: Marc Rosenberg**, President, Strataconnex and retired Air Canada VP Sales and Distribution

18:30  
-  
23:30

## Gala Dinner

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18:30  
-  
23:30

# Gala Dinner



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## Villa Miani

Via Trionfale, 151 - 00136 Roma - Italie

### Bus Transfer to Gala Dinner

○ Boarding Point	Congress Entrance, Foyer dei Patrizi
🕒 Boarding	18:15
○ Door Closed	18:30
○ Arrival	19:30

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09:00  
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10:30

## Innovation With Speed

09:00 - 09:30

### Innovation with speed

Learn about the Industry Transformation Group: the new industry change agent championing the vision for digital airlines in a safe, secure and profitable industry. Hear first hand airlines CDOs' perspectives on industry transformation.

- ▶ **Rob Broere**, VP - Operational Research - Industry change, Emirates Airlines
- ▶ **Glenn Morgan**, Head of Digital, International Airlines Group (IAG)
- ▶ **Ravindra Simhambhatla**, Vice President – Commercial Technology, United Airlines

▶ Moderator: **Stephan Copart**, Head Strategy, IATA

09:30 - 10:00

### IATA innovation ecosystem

What are the strategies to deliver industry transformation with greater speed? Hear why and how airlines develop incubation programs to support their innovation and how IATA is creating an innovation ecosystem for the industry to support its global innovation journey.

- ▶ **Stephan Copart**, Head Strategy, IATA
- ▶ **Amir Amidi**, Managing Partner, Travel & Hospitality, PlugAndPlay Tech Centre

10:00 - 10:30

### Innovating better, together!

During this fireside chat with our media partner, hear from a top executive industry player on how they are driving innovation to support airlines in their retailing journey with a focus on customer trends and innovation.

- ▶ **Julia Sattel**, President Airlines, Amadeus
- ▶ Moderator: **Tanya Beckett**, Presenter, BBC News

10:30 - 11:10

## Networking Break

11:10  
-  
13:30

## The AIR Innovation Gems!



11:10 - 11:45

### AIR Hackathons: Top developers

Is your flight overbooked? This is great news!  
Stressed about your flight? We have the solution!  
Is group booking time consuming? Not anymore!  
Innovation and stimulating healthy competition remains at the heart of air travel: Come and See what happened at the IATA Hackathon and meet the winning teams!

- ▶ FLYLA
- ▶ United Airlines
- ▶ App in the Air
- ▶ **Moderator: Anderson Pacchioni**, NDC Community Manager, IATA

11:45 - 12:30

### AIR Think Tank: Top ideas driven by industry thought leaders

Project DNA - buyer and seller identity management.

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

Project Honeymoon - redefining codeshare

- ▶ **Andrew Webster**, Digital Business Transformation Manager - Shop Order Pay, IAG
- ▶ **Mark Lenahan**, Head of Propositions - Air and Rail, Travelport

Project Husky - airline retailing beyond seats and air ancillaries.

- ▶ **Jonathan Newman**, Chief Commercial Officer, Caravelo
- ▶ **Rogier Van Enk**, Vice President Digital Revenue & Distribution, Finnair

Project Panini - your boarding pass is your voucher and e-coupon.

- ▶ **Frédéric Gonnaud**, VP Retail and Ancillaries, Air France KLM
- ▶ **Soumit Nandi**, Managing Director, Customer Technology, United Airlines

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## The AIR Innovation Gems!



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12:30 - 12:45

### From entrepreneurship to big corporation: An innovation journey

Hear about the innovation journey of an entrepreneurship venture to a major corporation. How to keep your innovating edge while you grow your company!

▶ **Bryan Porter**, Chief Commercial Officer, OpenJaw

12:45 - 13:45

### The AIR Competition: Top entrepreneurs

The competition aims to ignite new ideas across the travel industry.

Finalists will pitch their ideas on stage to all the delegates who will then vote for the winner.

#### Moderator

▶ **Houman Goudarzi**, Manager Innovation, FDS Transformation, IATA

#### Jury Board Members

▶ **Bernard Gustin**, Former CEO, Brussels Airlines

#### Finalists

▶ **Alex Cohen**, Reise

▶ **Satyajeet Gawas**, Co-Founder, OneTrail

▶ **Sakshi Sanjay Pratap**, OneTrail

▶ **Fatimah Zahra Sacranie**, Founder, nywhr

▶ **Chaudhary Talha Waseem**, CTO, Reise

13:45  
-  
14:00

## Closing

13:45 - 14:00

### Closing Remarks and AIR 2019 Announcement

▶ **Aleksander Popovich**, SVP Financial and Distribution Services, IATA

14:00 - 14:45

## Closing Cocktail

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14:30 - 17:30

## Digital Marketing Workshop

**Passenger Acquisition Strategies** and how marketing investments affect distribution costs

14:30 - 15:00

### NDC Update

▶ **Claude Muller**, Head New Distribution Capability, IATA

15:00 - 15:30

### The lines between marketing and distribution are blurred

Pablo is going to give his own view on the relationship between the costs for marketing and distribution. Should airlines acquire customers to their own channels or is the distribution through intermediaries more efficient?

▶ **Pablo Caspers**, Chief Air Supply Officer, Odigeo

15:30 - 16:00

### The alliance perspective: on the runway to airline retailing

The SkyLink Digital Spine: New, advanced technology which will enable SkyTeam members to offer a better, more seamless, multi-airline experience to their customers. It brings airline retailing closer to reality, enabling airlines to manage the four Ps within third-party retail channels.

▶ **Mauro Oretti**, Vice President Sales & Marketing, SkyTeam

16:00 - 16:15

## Networking Break

16:15 - 16:45

### Understanding the path to purchase

▶ **Surain Adyanthaya**, Senior Vice President, PROS

16:45 - 17:15

### Airline distribution as digital pure player

▶ **Kevin Wang**, General Manager of Flights APAC, Google

17:15 - 17:30

### Final Remarks

▶ **Marc Heinicke**, Assistant Director Marketing, IATA

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