

Unlocking Innovation through Industry Collaboration

THURSDAY 25 APRIL 2024 - AM

08:00 – 09:00	Event Registration
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09:00 – 09:20	Pre-event Networking Session
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MATCHING CUSTOMER DEMAND AND INNOVATION STRATEGY

09:20 – 09:30	Welcome Address	■ Stéphan Copart , Head Digital Transformation, IATA
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09:30 – 09:35	Legal Briefing	■ Miriam Geiss , Senior Specialist Counsel, IATA
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09:35 – 09:45	What do Customers Want? Hear the key expectations from customers highlighted in IATA's Global Passenger Survey	■ Marion Guerel-Veyrines , Manager Survey Solutions, IATA
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09:45 – 10:10	Airline Strategies on Customer Expectations Understand the priorities set for the industry from the airline digital leaders on IATA's Digital Transformation Advisory Council	<ul style="list-style-type: none"> ● Kenny Chang, Executive VP CMO, Korean Air ● Peter Lienhard, Head of IT, SWISS & Head IT Domain Commercial, Lufthansa Group ● Julio Toro Silva, VP & Chief Information and Technology Officer, Copa Airlines ○ Stéphan Copart, Head Digital Transformation, IATA
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10:10 – 10:35	Modern Airline Retailing – The Tangibles The Airline Retailing Consortium accelerating the transition to 100% Offers and Orders	■ Yanik Hoyles , Director Distribution, IATA
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10:35 – 10:45	Industry Sustainability Commitment Keynote on CO2 Connect to support of Industry Sustainability Commitment	■ Jenniina Ylonen , Engagement & Operations Manager, CO2 Data Solutions
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10:45 – 11:10	Networking Coffee Break	
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INNOVATORS IN MOTION

<p>11:10 – 11:15</p>	<p>Industry Innovation Unpacking IATA's Innovation as a Service and the industry Digital Innovation Ecosystem</p>	<ul style="list-style-type: none"> ■ Kat Morse, Senior Manager Innovation and Partnerships, IATA
<p>11:15 – 11:40</p>	<p>Our Startup Gems! The Selected Batch Startups from Accelerate@IATA reveal their latest innovations</p> <div style="text-align: right;">  </div>	<ul style="list-style-type: none"> ■ Alex Jara, Founder & CEO, Deal Engine ■ Albert Van Veen, CEO, FastID ■ Simon Dempsey, Chief Commercial Officer, Plan3 ○ Paula Pardo Esteve, Manager Ideation, Strategy and Partnerships, IATA
<p>11:40 – 12:10</p>	<p>Mastering the Startup Implementation Phase Success cases on Implementations from Accelerate@IATA Alumni.</p> <div style="text-align: right;">  </div>	<ul style="list-style-type: none"> ■ Matthew Biboud Lubeck, GM Europe & UK, Amperity ■ Tom Barber, Head of Data Virgin Atlantic ■ Marc Corbett, Co-Founder & Director, Thurst Carbon ■ David Lee, Co-Founder & CEO, Globaleur ○ Paula Pardo Esteve, Manager Ideation, Strategy and Partnerships, IATA
<p>12:10 – 12:20</p>	<p>Improved Customer Experience Keynote from Accelya on value creation through innovation.</p>	<ul style="list-style-type: none"> ■ Patricio Becher, Vice President UX, Accelya

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<p>12:20 – 12:30</p>	<p>Improved Customer Experience Keynote from Branchspace on value creation through innovation.</p>	<ul style="list-style-type: none"> ■ Ursula Silling, CEO, Branchspace ■ Andrew Webster, Director Airline Offer & Order Consulting , Branchspace
<p>12:30 – 12:55</p>	<p>Upskilling For The Future Empowering employees is key to contribute to the innovation process. Hear the strategies to nurture a culture of innovation within organizations.</p>	<ul style="list-style-type: none"> ■ Arpad Szakal, Aviation & Aerospace, Cormis Partners ■ Raquel Montejo Sagardia, Assistant Director Learning & Development, IATA ● Jane Hoskisson, Director Talent, Learning, Engagement and Diversity, IATA
<p>12:55 – 14:00</p>	<p>Networking Lunch</p>	

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INDUSTRY STANDARDS

14:00 – 14:10	<p>The Crucial Role of Industry Standards in Fostering Innovation</p> <p>Explore how industry standards empower collaboration</p>	<p>■ Andrei Grintchenko, Head Industry Architecture and Standards</p>
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CUSTOMERS DEMANDS AND INNOVATION

14:10 – 14:20	<p>Exploring Passenger Tribes</p> <p>Understanding how technology influences travel behaviors.</p>	<p>■ Charoula Gkioka, Head of Strategic Industry Collaborations, Amadeus</p>
14:20 – 14:30	<p>A Pathway to Inclusive Design</p> <p>Fireside Chat: Innovating Inclusive Travel Experiences for Passengers with Accessibility Challenges</p>	<p>■ Linda Ristagno, Assistant Director External Affairs, IATA</p>

INNOVATION IN ACTION

14:30 – 15:50	<p>Innovation Round Table 1</p> <p>Elevating the Customer Satisfaction Journey – how to enhance customer satisfaction with the potential of Technology, Data, and Industry Standards.</p>	<p>■ Facilitated by Branchspace</p>
15:50 – 16:10	<p>Networking Coffee Break</p>	
16:10 – 16:20	<p>Scenarios for Metaverse in Aviation</p> <p>Keynote on the metaverse landscape and four potential future scenarios for the aviation industry.</p>	<p>■ Anna Schneider, Senior Research and Intelligence Analyst, Lufthansa Innovation Hub</p>

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PARTNERSHIPS THANKS TO TECHNOLOGY

16:20 – 17:00	<p>Open API Ecosystem</p> <p>Modern technology and an Open API Ecosystem can accelerate partnership opportunities beyond simple interlining.</p> <p>Hear Airlines' and Industry Parties' API strategies and case studies showcasing innovation and collaboration.</p>	<ul style="list-style-type: none"> ● Gayathri Sasidhar, Integration Domain Architect, Air France-KLM ● Alex Walling, Chief Strategy Officer, Rapid ● Michalis Vitalis, Founder / Managing Director, Most Valuable Paws Limited ○ Peter Sun, Senior Manager Open Data Ecosystem, IATA
17:00	End of Day 1	

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09:00 – 09:20

Networking Session

UNLOCKING INNOVATION THROUGH COLLABORATION

09:20 – 09:35

The role of an Airline Alliance

Fireside chat exploring the role of an Airline Alliance for its members collaboration and innovation

- **Andy Lui**, Head of Innovation, SkyTeam
- **Kat Morse**, Senior Manager Innovation and Partnerships, IATA

09:35 – 09:55

Industry, Alliances or Airline Groups: Why collaboration is better together!

Recognize how innovation is addressed at group, alliance or industry level and why collaboration is a performance driver

- **Andy Lui**, Head of Innovation, SkyTeam
- **Jose Serrano Molina**, Innovation Principal, IAG
- **Kat Morse**, Senior Manager Innovation and Partnerships, IATA

DIGITAL IDENTITY 360

09:55 – 10:05

Digital Identity Program

Understanding the building blocks of the program that put the customer at the center.

- **Gabriel Marquie**, Senior Manager Digital Identity, IATA

10:05 – 10:40

Digital Identity to Enable Customer Centricity

Panel discussion on the evolution of digital identity, exploring various use cases and addressing current challenges.

- **William Warbington**, Director Innovation Strategy Planning, SkyTeam
- **Ursula Silling**, CEO, Branchspace
- **Vikas Bhola**, Co-Founder and CEO, Neoke
- **Vladimir Vujovic**, Senior Digital Innovation Manager, SICPA
- **Louise Cole**, Head Customer Experience and Facilitation, IATA
- **Kat Morse**, Senior Manager Innovation and Partnerships, IATA

10:40 – 10:50

A Path to Seamless Travel for the Industry

Keynote on industry solutions for Seamless travel

- **Alan Murray Hayden**, Director Airlines, Airports and Security, IATA

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DIGITAL IDENTITY 360

10:50 – 11:00	Digital Identity Implementation Keynote on Digital Identity verification and biometric authentication.	■ Mike Santos Luparelli Mathieu , Product Innovation Director, Facephi
11:00 – 11:30	Networking Coffee Break	
11:30 – 12:00	How to Achieve Interoperability Panel exploring strategies for achieving industry interoperability in practice.	<ul style="list-style-type: none">● Mathieu Glaude, CEO, Northerblock● Vikas Bhola, Co-Founder and CEO, Neoke● Victor Martinez Jurado, Engineering Manager Digital Identity , SICPA○ Gabriel Marquie, Senior Manager Digital Identity , IATA
12:00– 12:30	Embracing Innovation – How is the Industry doing?	■ Paula Pardo Esteve , Manager Ideation, Strategy and Partnerships, IATA
12:30	Event Closure	